



Making Mexican Lacquerware

The Rotarian

JANUARY • 1949

PAUL G. HOFFMAN . . . *Good News from Europe*

HENRY T. LOW *Africa's Century*

SYMPOSIUM . . . *What Are Teen-Agers Thinking?*

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THE

Rotarian



35 East Wacker Drive, Chicago 1, Illinois

Talking It Over

LETTERS FROM
READERS OF THE ROTARIAN

Re: Better Movies

By MRS. RALPH GOARD, President
Children's Movie Council
Denver, Colorado

The article *How We Got Better Movies in Glen Ellyn*, by Hannah Reid Walker [THE ROTARIAN for November], is especially interesting to us. We are organized to improve the movie programs for children of Denver. To know that it is being accomplished some places is most encouraging. We feel your article could be very helpful to us if widely distributed. May I have your permission to make mimeographed copies for distribution?

EDS. NOTE: Permission granted—with credit requested.

Goodwill in Italiano

Notes HAROLD D. BOSTOCK, Banker
Governor, Rotary District 104
Santa Rosa, California

I was especially interested in Harold T. Thomas' article, *'Tis More Blessed . . .* in THE ROTARIAN for December because of a project carried out by a Club in District 104, Mill Valley.

The Mill Valley International Service Committee, under the Chairmanship of



They readied 16 boxes for Italy. Mill Valley Club President George B. Foreman is second from left (see letter).

David Taylor, recently prepared and mailed 16 boxes of clothing to the Rotary Club of Como, Italy [see cut]. A letter was written in *Italiano* to the President of the Como Club, A. W. Angelo Luzzani, announcing the gift and asking what other articles or goods might be needed.

Mill Valley Rotarians felt it a privilege to carry out this project and expressed the hope that their gift might further the feeling and understanding of Rotary.

Milk Arithmetic Sour?

Wonders L. D. Dix, Rotarian
Insurance Underwriter
Mobile, Alabama

In his article *The Bottle on Your Doorstep* [THE ROTARIAN for November], Oscar Schisgall tells us that in America



"Things move fast in this office. They have to. Price change notices . . . special bulletins . . . monthly statements . . . they've got to get out . . . pronto. Boss says even a short delay could cost us plenty. So . . . no delays.

"It's easy, tho. I can fold 10,000 price lists in a couple of hours . . . just me and my Davidson Folding Machine. The rest is easy. So . . . I never break a date with the mailman. Never break a date with the boy-friend, either, for I'm always through long before the bell rings."

Yes . . . one girl with a Davidson Model 120 Folding Machine can fold from 7,500 to 20,000 sheets per hour, depending upon the sheet size. Handles sheets from 3" x 3" to 10" x 14". It's motor driven and has automatic feed.

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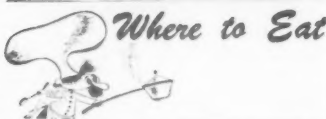
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A MESSAGE TO RESTAURANT OWNERS AND OPERATORS---

Readers of THE ROTARIAN eat. They get around to other cities and look for the better places for good food. This "Where to Eat" section was started to help them find such restaurants.

If your restaurant is one of these "better places" which is seeking desirable customers among the 260,000 families served by THE ROTARIAN, you'll find it worth while to get the facts about this section. For details, write THE ROTARIAN, 35 East Wacker Dr., Chicago 1, Illinois.

we consume 120 billion pounds of milk annually, and that the average man, woman, and child drinks about a pint a day. Now, "a pint's a pound the world around," and if you divide the 120 billion pounds by 365 days, you get more than 328 million people.

I knew we were growing, but didn't know we were that big. On the other hand, if you assume that we have 140 million people, who consumed a pint of milk a day each, we have 51,100,000,000 pints, or pounds, instead of 120.

Is my arithmetic screwy?

EDS. NOTE: A copy of Rotarian Dix's letter was sent to Author Schisgall—and his answer follows.

... And the Reply

From OSCAR SCHISGALL,

Author

Great Neck, Long Island, New York

Thank you for letting me see the letter sent by Rotarian L. D. Dix, of Mobile, Alabama, in which he questions the arithmetic in my discussion of America's milk consumption. Let me say at the outset that, based solely on the figures presented in the article, Rotarian Dix would be right in his criticism, and I would be dead wrong.

But, alas, he could not know, as he read, that in my desire to speak only of liquid milk—that is, milk delivered on the doorstep—I deliberately refrained from discussing other uses of the product. Yet those other uses absorb a vast part of the 120 billion pounds the U.S.A. annually produces. In fact, more than half of this mighty Mississippi of milk flows into the manufacture of butter, cheese, ice cream, canned milk, powdered milk, etc., as well as to feeding livestock. I don't want to overburden these columns with statistics—though they are on my desk as I write—so I'll merely refer Rotarian Dix to any issue of *Agricultural Statistics*, published

every year by the Department of Agriculture. He will discover that whereas we do produce 120 billion pounds of milk, we *drink* about 58 billion pounds—a pint a day per person, as I pointed out in the article.

In short, there was no error in the article, except the fact that other uses of milk were not mentioned. Nor is there anything wrong with Rotarian Dix's arithmetic. Shall we shake hands in mutual understanding and grin at the whole thing over a friendly glass of milk?

I must add that I'm deeply grateful to Rotarian Dix for bringing this to my attention and giving me a chance to clarify a point which may have puzzled some other Rotarians, too.

Pilgrims Started Thanksgiving

Points Out WILBUR T. GRUBER
Assistant Secretary, Rotary Club
Indianapolis, Indiana

I was a trifle surprised to read the statement in the *Last Page Comment* of THE ROTARIAN for November about [the origin of] Thanksgiving Day. I do not think you intended to belittle the Pilgrim Fathers, but that is the result, and "international" magazines should be careful not to disparage the progenitors of any nation.

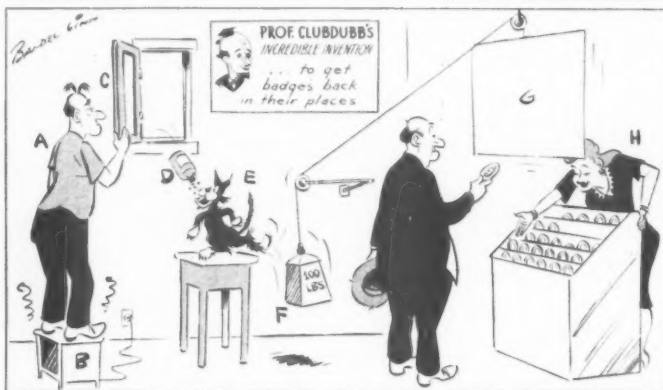
The Pilgrim Fathers did inaugurate Thanksgiving Day "for the increase of the land" given to them. Technically, a Thanksgiving Day for that purpose was not observed nationally again until the Lincoln proclamation and recommendation. I am quoting below what was taken on the subject from a source upon which reliance is placed, for making the above conclusions:

"In the Summer of 1621, the Pilgrim Fathers, in spite of poor harvest, designated a day of Thanksgiving.

"During the Revolutionary War, the

INCREDIBLE INVENTION No. 13. Perhaps you, too, would like to help the Professor solve a Club administration problem. If it's different from any he has

solved, you may be certain he will wrinkle his brow and come up with an ingenious solution to match his fire-building, cat-chasing, bird-flying wonders of the past.



Professor's assistant (A) stands on heater (B). As temperature rises, assistant opens window (C), thus knocking vitamin pills (D) off ledge. Cat (E) gains strength and kicks weight (F) off table. Weight falls, raising curtain (G), revealing smooth chick (H), who shows the Club member the proper place to deposit his luncheon badge.

Congress annually recommended a Thanksgiving Day.

"This was discontinued from 1784 until 1789 when the Congress recommended to Washington to name a day of Thanksgiving for the adoption of the Constitution.

"In 1795, Washington appointed a Thanksgiving Day upon the suppression of insurrection.

"In 1815, Madison, upon recommendation from the Congress, named a Thanksgiving Day in honor of peace.

"In 1863 and 1864, Lincoln named a Thanksgiving Day and recommended that these be held annually, which request developed into a national custom."

Encs. Note: For the item about the origin of Thanksgiving Day, your Editors drew on a leaflet published by the Chesapeake & Ohio Railroad. In his proclamation issued January, 1795, President George Washington recommended "to all religious societies and denominations and to all persons whomsoever, within the United States, to set apart and observe Thursday, the 19th day of February next, as a day of public thanksgiving and prayer, and on that day to meet together and render sincere and hearty thanks to the great Ruler of nations for the manifold and signal mercies which distinguish our lot as a nation. . . ."

Give a Man a 'Buddy'

Suggests W. EDWARD YOUNG, Educator Secretary, Rotary Club South Orange, New Jersey

Reading C. W. Gilchrist's *Every Vote Counts* [THE ROTARIAN for November] reminded me that Rotarians who feel at times that one vote will not mean much in the outcome of an election are often the same ones who believe their nonattendance at a Rotary meeting will not materially affect the smooth functioning of the group. To achieve the fullest measure of success, however, a Club must have the best possible membership attendance.

The Attendance Committee of the South Orange Rotary Club has hit upon a plan to ensure that every possible member attends a Rotary Club meeting every week of the year. Each member is teamed with another member as his "buddy." Every "buddy" is his brother's keeper. They attend meetings together, and if a local meeting is missed by either, his "buddy" is responsible for his attendance at another Club during the week. A further division of the Club into two teams for contest purposes is also on the agenda. The winning team will be treated by the losers.

A large attendance chart is a feature of every meeting. Members present receive a gold star, those who make up receive a silver star, and those who miss and do not make up get a red star. Lately the red stars are conspicuous by their almost total absence.

A British View on the 'Letters'

From A. G. RICHARDS, Bacteriologist University of Saskatchewan Saskatoon, Saskatchewan, Canada

The whole subject of national prejudice interests and puzzles me. Why should I, an otherwise objective critic, bristle at attacks on certain aspects of British civilization merely because I was brought up in it? In writing this letter I have to fight down the temptation to say all sorts [Continued on page 53]

Where to Stay



KEY: (Am.) American Plan; (Eu.) European Plan; (RM) Rotary Meets; (S) Summer; (W) Winter

MEXICO

ACAPULCO, GRO.—HOTEL EL MIRADOR. All-year paradise. Good service & good food. Carlos Barnard, Owner-Mgr. Rates: Am. \$8.50-\$9.50 U.S.-cr. RM Friday, 8-10 p.m.

UNITED STATES OF AMERICA

ALABAMA

BIRMINGHAM—TUTWILER. 500 rooms. Direction Dinkler Hotel. Excellent service. Ira Patton, Mgr. Rates: Eu. \$3.50 up. RM Wednesday, 12-10.

ARIZONA

PHOENIX—CAMELBACK INN. Winter Resort, November 1 to May. Warm, dry climate. American plan, selected clientele. Jack Stewart, Manager. Write for booklet.

TUCSON—PIONEER HOTEL. New, modern, 250 outside rooms. J. W. Proctor, Manager. Rates, Summer \$3-\$10; Winter, \$5-\$15. RM Wednesday, 12-15.

CALIFORNIA

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SAN FRANCISCO—STEWART HOTEL. Downtown on Geary St. above Union Square. Kenneth Stewart, Mgr. Rates, with bath, single \$3 to \$5; double \$4.50 to \$7.00.

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San Francisco
EDMOND A. RIEDER, General Manager
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ROTARY CLUB OFFICES, THIRD FLOOR

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MIAMI—URNEY HOTEL. Modern, fireproof structure—shows heat in every Room—Complete Sunday Evening—"Bill" Urney, President. "C. V." Meeks, Manager.

ST. PETERSBURG—THE HUNTINGTON. A Resort of Merit, in beautiful and exclusive surroundings. Open Now to May. Eur. & Amer. plan. Booklet. Paul Barnes, Mgr.

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VENICE—VENEZIA HOTEL. Friendly atmosphere; clean, comfortable, modern, accessible, frequent holiday fishing, golf, bowling. Rates, \$2-\$3 daily. Louis Suter, Mgr.

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FLORIDA—Continued

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ATLANTA—ANSLEY HOTEL. 400 rooms of solid comfort in the downtown section. A Dinkler Hotel. J. C. Cretz, Manager. Rates: Eu. \$3.50 up. RM Monday, 12-10.

SAVANNAH—HOTEL DE SOTO. 303 rooms with bath and shower. South's most outstanding hotel. Reasonable rates. Chas. G. Day, Gen. Mgr. Swimming Pool. RM Mon. 11-10.

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JOLIET—HOTEL LOUIS JOLIET. 200 rooms, 3 Air-Conditioned Restaurants. Rotary meets every Tuesday Noon. Frank Ivette, Managing Director.

LOUISIANA

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COLUMBUS—DESLER-WALLACE. 1,000 rooms with bath, 4 fine restaurants, central downtown location. Palmer R. Boudley, General Manager. RM Monday 12-10.

RHODE ISLAND

PROVIDENCE—SHERATON-BILTMORE HOTEL. 600 rooms with bath. One of New England's finest. Rotary meets at noon on Tuesdays. Thomas C. Deveau, Gen. Mgr.

TENNESSEE

CHATTANOOGA—HOTEL PATTEN. "Chattanooga's Leading Hotel." Weekly Rotary meetings on Thursday for thirty-four years. J. B. Pound, Pres. 400 Rooms. Fireproof.

MEMPHIS—HOTEL PEABODY. "The South's Finest—One of America's Best." 623 rooms with bath, downtown location, air-conditioned. RM Tues., 12-15.

TEXAS

AMARILLO—HERRING HOTEL. 600 rooms with bath. Air-conditioned. Coffee shop, Dining Room and Night Club. Archie Cooper, Manager. RM Thursday, 12-10.

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Footnote to Club Service

A PAST President of an excellent Rotary Club moved to a near-by town and "applied" for Rotary membership in the new location, where he was well known. To his utter amazement, the Classification Committee at the new location reported, "The classification is filled."

Your Rotary membership is not transferable. It is sad to lose a classification after years of Rotary service. (I know—for I waited 14 years to get my second classification in Rotary.) But it would be shortsighted to deny to Rotary of the future the principle whereby in the past it has obtained its present strength.

A taxi rolled up in front of a Rotary meeting place. A Rotarian jumped out and asked the taxi driver to wait. He went to the registration desk and stated he desired a make-up card. He explained that due to illness he had to leave immediately, but that he did not want to break his record of 26 years of perfect attendance.

He was, of course, violating the 60 percent attendance rule for each and every meeting. It was not made as a short cut for Rotary attendance, but rather for those exceptional and rare situations. Is perfect attendance worth any such infringement of rules?

A college professor friend of mine accepted an invitation to speak at a Rotary Club about 60 miles distant. Being a Rotarian himself, he gladly paid his own expenses and accepted no fee. As he was being introduced, about 15 members of that Club arose and left the meeting. Later he told me it was a terrific struggle to put spirit into his talk that day.

In your Club do those who have to leave early excuse themselves gracefully by explaining to both your President and your speaker of the day why they must go?

One Club found itself about \$900 in the red as a new year started. Inquiry brought out that it had no budget and no financial reporting system.

A well-planned budget prepared by a Budget Committee is an essential for your Board of Directors deliberations.

A visiting Rotarian sat at a Rotary table of "friendship" without being noticed other than the casual "Hello, there" when he sat down. He listened attentively as Rotarians on either side of him discussed an "unfriendly" Club which one of them had visited.

Every Rotarian should occasionally reread Bobbie Burns' Ode to a Louise!

—L. THURSTON HARSHMAN
Club Service member of Rotary
International Aims and Objects
Committee; Glendale, California.

If you want further opportunity to "read Rotary" in Spanish, you will find it in *Revista Rotaria*, Rotary's magazine published in that language. A one-year subscription in the Americas is \$2.

A Little Lesson in Rotary

UN ex presidente de un excelente Rotary club cambió su residencia a una población vecina y "solicitó" ingresar en el Rotary club de su nueva residencia, donde era bien conocido. Con gran sorpresa suya el comité de clasificaciones de la nueva localidad le informó que "la clasificación estaba cubierta".

La calidad de miembro de un club no es transferible. Es triste perder la clasificación después de años de servicio rotario. (Lo sé porque tuve que esperar 14 años para obtener mi segunda clasificación en Rotary.) Pero sería miopia negar al Rotary del futuro el principio gracias al cual ha alcanzado en lo pasado su fuerza presente.

Se detuvo un taxi frente al lugar de la reunión rotaria. Un rotario saltó de él y ordenó al chofer que esperara. Fue hasta el lugar de inscripción y solicitó su tarjeta para acreditar su asistencia. Explicó que debido a enfermedad tenía que retirarse inmediatamente, pero que no quería interrumpir sus 26 años de asistencia perfecta.

Violaba, por supuesto, la disposición del 60 por ciento de asistencia a cada reunión. Esta no tiene por objeto autorizar la ausencia de las reuniones rotarias, sino, más bien, atender circunstancias excepcionales. ¿Vale la pena recurrir a infracciones como ésta para poder así exhibir una asistencia perfecta?

Un catedrático amigo mío aceptó una invitación para hablar en un Rotary club distante unas 60 millas. En su calidad de rotario pagó con gusto sus propios gastos y no aceptó remuneración. Mientras era presentado unos 15 rotarios abandonaron la reunión. Después mi amigo me dijo que había sido una tremenda lucha poner entusiasmo en sus palabras aquel día.

¿En el club de usted los que tienen que abandonar la sesión temprano se excusan debidamente explicando tanto al presidente del club como al orador por qué deben salir?

Un club se encontró con una deuda de cerca de 900 dólares al iniciar un nuevo año. Las investigaciones pusieron de manifiesto que carecía de presupuesto y de sistema de información sobre manejo de fondos.

Un presupuesto bien calculado, preparado por el comité de presupuesto, es esencial para las deliberaciones de la junta directiva.

Un rotario visitante se sentó a la mesa de la "amistad" sin que nadie le hiciera más caso que dirigirle algún saludo de mero cumplimiento. Escuchó atentamente a los rotarios que tenía a ambos lados mientras éstos hablaban de un club "poco hospitalario" que uno de ellos había visitado.

Cada rotario debería volver a leer alguna vez la "Oda a un Piojo" de Burns.

—L. THURSTON HARSHMAN, Miembro del Comité de Orientación y Fines de Rotary International, encargado de Régimen Interior, de Glendale, California, E.U.A.



■ A. Z. BAKER is president of the American Stock Yards Association

in Cleveland, Ohio, chairman of the board of the Cleveland Union Stock Yards Company, a director of the Federal Reserve Bank of Cleveland, a trustee of Baldwin-Wallace College, and a member of the advisory board of the Salvation Army in Cleveland. A Past President of his Rotary Club, he was a Director of Rotary International in 1947-48, and this year heads the Aims and Objects Committee.



■ WILL HAYES, acting dean of men, Santa Barbara College, Uni-

versity of California, recently returned from Korea, where he served as educational advisor to the U. S. Army. Author of two books, he is president of the board of trustees of the Santa Barbara Library, and is a Director of the Santa Barbara Rotary Club. He was at Pearl Harbor when the Japanese attacked, and was in Korea when the recent elections made that the world's newest democratic nation.



■ OREN ARNOLD, a native of Texas, divides his time between Phoenix,

Arizona, and California. A former newspaperman, he's free-lanced 18 years; has had 14 books published, including juveniles; and has appeared in most of the major magazines. He is now writing two books, one on the service-club movement.

This month's cover was photographed by ARDEAN MILLER III (from Freelance Photographers' Guild).

In This Issue

VOLUME LXXIV JANUARY, 1949 NUMBER 1



Yes, Education Is Your Business . . .	Will Hayes	6
Tourists in Zululand	Frontispiece	7
Good News Being Made in Europe . . .	Paul G. Hoffman	8
Looking at Movies	Jane Lockhart	11
I Like My Home Town	B. M. Applegate	12
What Are the Teen-Agers Thinking? (Symposium)		14
This Is Africa's Century	Henry T. Low	17
All Aboard for Taylorsville!		22
A Good Judge of Gold	William R. Sears	25
250 Safer Drivers Every Week	Oren Arnold	26
The World's Speediest Highway		29
Episode in Virginia	Harold Bridgley Say . .	30
The World: Between Two Covers . . .	A. Z. Baker	32
Busy Day in a Dizzy Court		35
This Rotary Month		36
Doers Show How They Do It	The Scratchpad Man . .	37
Peeps at Things to Come	Hilton Ira Jones	39
Speaking of New Books—	John T. Frederick	40
Upstate New York Fêtes Overseas Scholars		43
Meet 93 Two-Generation Wearers of the Wheel!		49

Other Features and Departments:

Talking It Over	1	Looking Back 25 Years	51
Prof. Clubdubb	2	Foundation Fund Passes \$1,450,000	52
Footnote to Club Service	4	Opinion	54
History in a Capsule	10	The Kiver-to-Kiver Klub	56
Human Nature Put to Work 16		A Salute to the Rotary Magazine	58
Let's Grow Up, Chums!	28	Hobby Hitching Post	60
Our Rotary Magazine	34	Stripped Gears	62
A Man I Admire	42	Last Page Comment	64
Rotary Reporter	44		
Scratchpaddings	50		

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Guest Editorial

Yes, Education Is Your Business

AND HERE ARE A FEW OFTEN OVERLOOKED FACTS

THAT SUGGEST METHODS FOR YOU TO IMPROVE IT.

By Will Hayes

Assistant Professor of Education,
University of California; Rotarian

SOME time ago at a luncheon I asked several Rotarians if education was their business. Answers followed the same pattern. "No," said one, "I have an appliance shop." The second stated that his business was automobiles. A third replied, "Jim holds the education classification; I'm a dentist."

These were just about the answers I expected. Unless a person stops to think about it, education seems to be the business of teachers, principals, and occasionally, perhaps, of parents. But education, like good government, affects all of us . . . hence it *is* your business.

Have you ever thought about where your profession or business would be without our schools? Can you vision what your market for cars, or electric ranges, or dental services would be if people weren't educated to want these things . . . and at the same time equipped with the vocational skill to earn sufficient income to purchase them?

Say you sell refrigerators. It takes a good bit of money to buy a refrigerator. Not all people can afford one. Whether they can or not depends upon how much income they have. *And the amount of income depends upon the extent of their education.* This is a little known, but highly important, point which you'd do well to remember the next time you worry about that increased school budget . . . for it is a fact that the areas of higher per capita sales are almost coterminous with the areas of higher educational level. And, as this level of education increases, the level of per

capita sales for retailers goes up.

If you are an American, about 10 percent of the population of your community are of school age today. Tomorrow they'll be buyers. If educated properly, they'll become independent citizens with good incomes which will enable them to purchase your products or services. Deny them educational opportunities and you may have to support them with some form of a dole. This relationship of education to income is apparent everywhere. In the United States, for example, more than 70 percent of those who've had only a grade-school education earn less than \$2,800 a year. People with low incomes are not the best buying prospects because of their limited purchasing power. Therefore in your community, education must be your business . . . just as it is the business of all who wish for a more prosperous nation.

If in the past you've looked with disfavor upon any expansion of school-plant facilities or extension of school offerings, stop worrying about the cost of these to you. They'll be infinitesimal compared with the increased buying power they'll bring about. If you're an American businessman, the amount you pay each year for school taxes represents considerably less than one percent of your advertising budget, yet indirectly it generates one of the most potent selling forces you have. Schools teach children the value of good housing, of proper clothing, of sound health habits . . . and a score more things which make them conscious of the products or services you offer. Whether you're a doctor, an insurance salesman, or a clothing merchant, education is your business . . . for those who patronize

you have, through education, been brought to a level of living where your merchandise is necessary for their well-being and happiness.

Since education is your business, there are numerous ways in which you can contribute to making it better. For example, you can insist that people with vision be elected to school boards . . . people like you who know that quality education can't be purchased at cut-rate prices. You can also support movements for increased school revenues instead of fighting them in the dubious name of economy. It would be short-sighted economy indeed if you refused to expand your business because of the cost of expansion. The same reasoning applies to the extension of education.

AND if you really wish to get into deep water, you might look over the school system with your critical business eye and point out how it might be improved. Many times those of us who are close to it fail to see its defects. We've lived with them too long. You might suggest that we lengthen the school day to six or seven hours instead of the customary five. You might propose that we're not being very efficient in keeping school open only nine months of the year. You could even question the practice of erecting elaborate school buildings, many of which in the past have become white elephants within a decade.

Yes, education *is* your business. You have a stake in it. Good schools raise property values. Good schools attract intelligent, community-minded people. You're overlooking a good investment if you fail to include education in your business plans for tomorrow.





Tourists in Zululand

Africa is the ethnologist's paradise. For his study of races, it offers 160 million heterogeneous people—the Watussi who grow to eight-foot heights, the Cushmen who seldom exceed four-and-a-half . . . the Ubangi belles with the pancake lips, the Shari maids with the long-stretched necks. Today, with auto and airplane opening Africa wider, tourists can do their own ethnic research . . . as these are. They are watching Zulu women dress each other's hair—in Zululand, South Africa. For a 100-year forecast for Africa see page 17.

GOOD NEWS

Being Made in Europe

IT'S THAT THE MARSHALL PLAN IS BEGINNING TO PUT CHEER IN ONCE-DISMAL STATISTICS.

By Paul G. Hoffman*

Administrator of the Economic Coöperation Administration (ECA)

IT IS the fervent hope of all free people that never again will they have to resort to war to protect their liberties. Danger spots abound around the world, but if Western Europe remains free and gains strength, I believe the future is bright. And Western Europe with aid from the United States is making progress toward that goal.

The bread ration has been increased in France.

The bread ration in Italy has been increased and the bread subsidy removed.

The normal consumer ration in Western Germany has been increased from 1,550 to 1,850 calories (to be compared, however, with the 3,300-3,400 per person consumption in the U.S.A.) and the fats and oils ration from 100 grams a month to 500 grams a month (which is still less than one-third of current American per capita consumption).

A million tons of fertilizer are being produced in Europe this past year, compared with 750,000 tons last year—a third more than last year—contributing to this year's big crops.

Electric-power production is 10 percent better than in 1947.

The French refining industry is operating at 90 percent of prewar capacity.

Steel production in participating countries is 27 percent in excess of 1947, and for the year to date is 6 percent in excess of the target set.

In Italy, where 4,000 miles of

track and 4,000 bridges had been destroyed by war, 2,000 bridges have been rebuilt and the railway system is operating at 90 percent of prewar efficiency.

Those are just a few of the measurable gains which have been made, but they are typical. But more significant is the fact that the nations participating in the Marshall Plan are achieving genuine economic coöperation amongst themselves. They have dropped traditional rivalries and are beginning to work together as never before in all recorded history. Instead of 18 separate and unrelated plans for recovery, there is an integrated program aimed at the recovery of Western Europe as an economic whole. Out of this have come plans for freer clearance of currencies and the continuing removal of barriers to the movement of people and goods.

This would not be possible were there not a revolutionary change in the attitude of the peoples of the free nations in Western Europe. Two years ago, as a result of the devastating psychological impact of six years of war and occupation, too many Europeans were utterly discouraged. Today,

*As adapted from recent speeches to audiences of American businessmen.



Photo: AP

Mr. Hoffman is on leave of absence as president of the Studebaker Corp.

there is everywhere a revival not only of faith and confidence, but a determination on the part of the peoples to cope with their own problems.

I doubt whether U. S. Secretary of State George Marshall realized how far would go the program he outlined in his now famous speech of June, 1947, at Harvard University. Yet he charted its course when he said:

It is logical that the United States should do whatever it is able to do to assist in the return of normal economic health in the world, without which there can be no political stability and no assured peace. Our policy is directed not against any country or doctrine, but against hunger, poverty, desperation, and chaos. Its purpose should be the revival of working economy in the world so as to permit the emergence of political and social conditions in which free institutions can exist.

President Truman expressed his approval immediately and a few days later Foreign Secretary Bevin, of England, flew to France to talk it over with Foreign Secretary Bidault. They immediately invited Soviet Foreign Minister Molotov to join them. He did join them and participated for three days in their consideration of a united effort for European recovery. Although Molotov withdrew on June 30, expressing the opposition of Russia, the Soviet satellites in Eastern Europe were included in the invitations sent out July 1 to 22 nations for a conference on European recovery, but their participation was prevented by orders from the Kremlin.

It is obvious, of course, that there was no intention to initiate a "cold war." The Plan, as presented by Secretary of State Marshall and as immediately implemented by Bevin and Bidault, was for Eastern as well as Western Europe.

The preamble of the Foreign Assistance Act, setting up the Economic Cooperation Administration, which was passed by the United States Congress on April 3, 1948, is clear in its statement of purpose—not relief but recovery. It says:

Recognizing the intimate economic and other relationships between the United States and the nations of Europe, and recognizing that disruption following in the wake of war is not contained by national frontiers, the Congress finds that the existing situation in Europe endangers the establishment of a lasting peace, the general welfare and national interest of the United States, and the attainments of the objectives of the United Nations. The restoration or maintenance in European countries of principles of individual liberty, free institutions, and genuine independence rests largely upon the establishment of sound economic conditions, stable international economic relationships, and the achievement by the countries of Europe of a healthy economy independent of extraordinary outside assistance.

I have cited some of the results of the Marshall Plan already evi-

dent, though it has been at work less than a year. To understand how they were achieved and what the future may hold, let us examine its setup and the way it operates.

We in ECA think of ourselves as investment bankers for recovery. It is our task to invest American dollars so wisely that the recovery of the European economy will become an accomplished fact by June 30, 1952. In the year of 1947 the total income produced in the Western European nations was approximately 100 billion dollars. If by the terminal date of June 30, 1952, the European annual income is at a level of approximately 135 billion dollars, we



"You can be clearing ground, there," is the way Herblock captioned this cartoon in the Washington Post—expressing the hope underlying the Marshall Plan that it will stimulate Western Europe to clear the way for a sound economy.





History in a Capsule

By Will Durant

Philosopher and Author

ONE of the greatest events in commercial history was the conquest of Troy by Greece. It changed the commercial and political map of the globe.

You have heard how the lovely face of Helen of Troy "launched a thousand ships on Ilium." I'm afraid it wasn't quite that way. She probably served the same purpose that "making the world safe for democracy" served when we wanted to destroy a competitor.

The real reason Agamemnon went up to Troy with a thousand ships was the fact that the Trojans and Phrygians, their neighbors, were charging prohibitive tolls on Greek merchant vessels entering or leaving the Black Sea. Troy was right opposite modern Gallipoli, and the Trojans controlled the Dardanelles—one of the great liquid bones of contention among nations, then as now.

When the Greeks got control of the strait, they sent their ships to the Black Sea and out to the rivers at the eastern end of the Black Sea to Central Asia, which was the farthest end of the white man's caravan route. There the Chinese merchants took the goods and brought them to the Pacific Coast. The water route then competed successfully against the caravan route, and Greece became rich. The river cultures took a back seat, and then you had an age of sea power, and commerce, and war, for 2,000 years.

The Mediterranean became the

seat of the white man's culture, from Salamis to Michelangelo, from 480 B.C. to A.D. 1564. Then suddenly the Mediterranean subsided and Italy almost disappeared from history. Why? Because Columbus had discovered America, and opened up the third form of civilization—the oceanic.

Then Spain, France, England, and Holland grew to wealth through trade—with the import of gold from and export of surplus populations from and to the New World.

Now a fourth commercial revolution is taking place under our eyes. No. Not under our eyes—over them. The airplane is transforming the trade routes of the world!

By the end of this century our trade routes will ignore the oceans and the rivers and the lakes. The land nations whose land mass was too great in proportion to their seacoast to give them any leadership in an age of maritime States—land nations like Russia, China, Brazil, the United States—will be the dominant countries of the future.

Perhaps the coastal cities in all countries will lose wealth and power. They transferred goods from land carriers to ocean carriers, but that function will diminish. The inland cities will benefit from the airplane. Chicago will export its goods directly to London, Paris, Moscow, Berlin, Rome, hilariously ignoring New York!

shall feel that our operation has been a success.

For our first year of operation Congress appropriated 5 billion dollars. That is a huge sum of money, but no one knows better than we that Europe cannot be saved by dollars alone. The determining factors are the attitudes and actions of the Europeans themselves. Businessmen, farmers, and Government must carry out industriously and enthusiastically their appropriate assignments. But they need dollars as they get under way after the terrible devastation of war to buy the food, the raw materials, and the tools that can be bought only with dollars. For our second, third, and fourth years of operation progressively smaller appropriations will be required.

In meeting our responsibilities as investment bankers for recovery, perhaps I should make clear that ECA is not a procurement organization. It does no buying for Europe and sells nothing to Europe. Rather, we finance approved transactions, projects, and programs. When we first got under way, we were overwhelmed by requests from the participating nations to provide dollars for a vast number of individual purchases. It was our feeling that instead of recovery programs it was shopping lists that were being presented to us. Because it seemed utterly impossible to pass intelligent judgment on whether a given transaction should or should not be financed by ECA without knowledge as to the relationship of that transaction to an over-all recovery program, we insisted that the European nations implement their pledges of self-help and mutual aid by providing us with programs for the full period of operation.

At a meeting of the Organization for European Economic Co-operation (OEEC) in Paris on July 25, I pointed out that ECA expected programs of action, not a rigid and ponderous five-year plan to compress the life processes of a nation into a set of formulas and a sheaf of statistical tables. The whole Plan would fail, I am sure, if it lost sight of the creative force of individual human beings and of the extent to which a nation of [Continued on page 57]

Looking at Movies

CRITICAL COMMENTS AND TERSE TIPS

ON CURRENT PICTURES BY JANE LOCKART.

Key: Audience suitability. M—Mature. Y—Younger. C—Children. ★ Of more than passing interest.

★ *Apartment for Peggy* (20th-Century Fox). Jeanne Crain, Edmund Gwenn, William Holden. Comedy, in technicolor, with much the same charm and spontaneity of last year's *Miracle on*



34th Street and, like that film, written and directed by George Seaton. This time Edmund Gwenn, the "Santa Claus" of the previous play, is a lonely retired professor, grieving for his dead wife and convinced, to the point of considering suicide, that he no longer has anything to contribute to life, nor life to him. The film relates how all that is changed when he is compelled against his better judgment to take an interest in the effervescent but earnest young G. I. couple, with a baby on the way, who practically force him to rent them his attic as living quarters. All this is disarmingly and simply told.

Along the way you have presented some concepts not often found when Hollywood tackles the "campus" scene: for instance, a look at the qualities of courage and sacrifice in preparation for a vocation, the basing of successful marriage on something more than romantic love, the vulgarity of many commercial ventures based only on money-making, the understanding possible between youth and age—plus a study of what in human relations is worthy to endure. **M, Y**

Beauty and the Beast (Lopert Films; dialogue in French, titles in English). Marcel Andre, Josette Day, Jean Marais. Drama. The old fairy story directed by Jean Cocteau with the utmost use of poetic imagery, rhythmic motion, and hypnotic music as mediums for telling a familiar tale. Not designed for children (the symbolism and imagery would prove beyond them, and the appearance of the beast probably terrifying), but appealing to adults who enjoy poetic fantasy conveyed by imaginative means. **M, Y**

Jean Simmons as Ophelia in *Hamlet*, a movie version of the Shakespearean play as produced by J. Arthur Rank.



Meet Miss Jane Lockart. She's going to be a help to you in deciding which of the many recent and new offerings of the studios you and other members of your family should see, for "Looking at Movies" will be a regular feature. She is a reviewer of wide experience with newspapers and magazines.

★ *The Cry of the City* (20th-Century Fox). Richard Conte, Victor Mature. Director: Robert Siodmak. Melodrama. Action-filled relating of events in the last days of a cocky, remorseless young killer, as the police, led by a patient detective from the same Italian slum neighborhood, track him down. Hardly pleasant entertainment—but it stands out above the average movie effort in "crime" melodrama.

It breathes reality through its authentic settings (most of it was shot "on location" in New York slums) and through the honestly, intelligently conceived performances and direction. More significantly, it makes an effort to get beneath the surface, to show the true ugliness of the culprit, to indicate what his actions do to his bewildered family and to the others he uses in his determination to live for himself alone. And it is effectively told by use of a camera that moves about to get the utmost [Continued on page 52]



I Like My Home Town

SOMETIMES IT'S WELL TO SPURN HEADLINES . . . AND REFLECT ON THE SIMPLE JOYS OF LIVING.

By B. M. Applegate

THERE are voices calling through the lingering Summer dusk along my friendly street, children's voices at play, and soon the voices of parents uplifted from porch steps. "Joy, Mary, John! It's 9 o'clock. Come home!"

The night settles down peacefully over our town. The curfew clangs its 9:30 warning and the lights snap on one by one up and down the streets.

There's a clover-laden breeze ruffling the leaves of the elm trees along the parking.

Rocking chairs are creaking slowly, contentedly, on front porches. Now and then a match glows warmly in the shadows of the Virginia Creeper vines on the Smith porch and I hear Sally's voice ring out in sudden laughter. The blue Chevrolet out in front belongs to that nice young fellow who works in the bank. Sally's been seeing a lot of him lately, and I wouldn't be a bit surprised if, maybe this Summer, sometime, maybe in the Fall,

. . . Romance is a pretty thing to watch developing from your front door step.

I like my little town. I like the people who pass my house, who greet me at my place of business. I like to have them call me by my first name. I know almost all of them well, and I know their history, and their parents' history. Remembering back, I know why the Cowan girl sings like a lark. Her grandmother had the voice of an angel. And I know why Bob Stevens has those black, ugly moods. His father died in a sanitarium. Knowing the histories, I am more tolerant of them all: of Minnie Smythe, who directs our small-town society like a band leader, since her husband became president of the bank. Minnie and I went to school together. She was a pretty girl always. Her father ran a dairy at the edge of town when she married Paul. I am more tolerant of poor John Pratt, who never had a dime and never will. He has a charming smile and the most amusing tales to tell. And of Ned, the half-grown

imp who occasionally mows my lawn, and who, when the fishing's good, forgets to appear. I like my neighbors. I find them interesting.

I like knowing the buildings in my town. There's a feel about buildings. You get to love them like the faces of your friends.

There's the gray, wind-lashed three-story Larisee mansion on Fourth and Oak Streets with its gingerbread frescoing, its six balconies and massive *porte-cochère* that looks down on me as I go to work each morning, like some portly old dowager in gray silk and a waist-length necklace. The dowager has a grease spot on her dress.

I like to walk past the ample-girthed red-brick bakery with its tantalizing whiffs of fresh-baked bread and pies and cakes; and the city hall with its false facade of Ionic columns. I like my own office, bare and soot stained with six gaudy calendars of pretty girls.

I like pretty girls. I like to be able to say when the high-school band parades in the Fall, "That



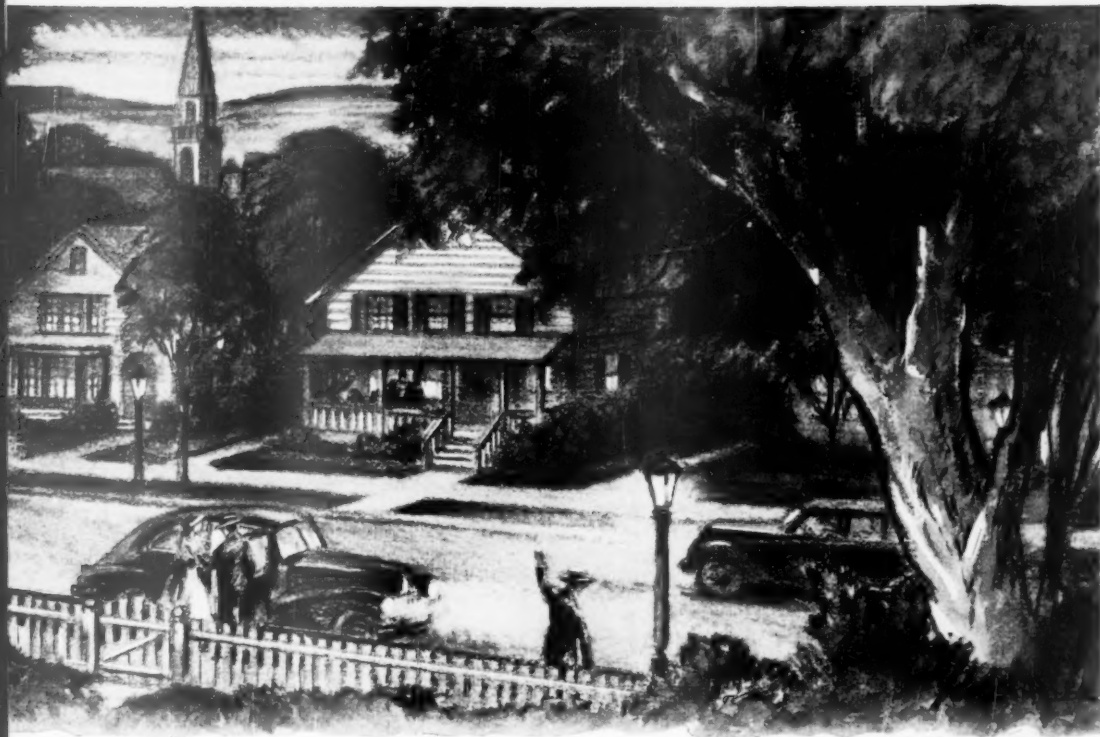


Illustration by A. H. Winkler

blonde in the cheer leader's sweater is Mary Shandrow. I took her mother out on my first date." I like to boo at babies and kid their parents.

I like the way my town works. Our Mayor is a good man, thorough and conscientious. He and the council do their best to give us the measures we want. Sure, that street in front of our house needs patching, and the garbage collector is sometimes a bit erratic, but they'll get around to it in time. I like the way those men work, slow, easy, but let me tell you, when floods turned our little creek into a tossing river this Spring, those men on the council, those employees of the city, were up night after night, sandbagging homes and the creek banks. They're planning to dredge out the stream a bit now, I hear.

I like our men's clubs—especially the Rotary Club. I don't belong because another man in the same business is a member. But I'm often his guest at meetings. The fellowship has a male quality that I relish. And I've noticed

that when our townspeople face a problem—be it the United Nations or Boy Scout uniforms—we look to the Rotary Club for leadership in thought as well as in action.

I like the way our women's groups sponsor children's activities. They've taken a great deal of pride in promoting a city park too, which will be a thing of beauty when it's completed. Of course they bicker and squabble a bit about who's to do what, and who's the most overworked, but down underneath they enjoy every minute of it. Makes them seem important. And you should see the way the Parent-Teacher Association worked this Spring on the town clean-up.

I like our school system. The buildings may be a trifle old fashioned. We haven't had to bond for new ones, but it's coming up with the rising birth rate. We've a mighty fine man at the head of our schools, a citizen who has taken pride in the kind of education that our young people receive, a man who wants the best and most modern in good teaching. He's

not a harebrain, or a loudmouth. He's a quiet, thoughtful person, who knows our problems and tries to solve them. He's been here a long time. I expect he'll be here a long time yet.

I like the friendliness of my town, the back-yard exchange of roots and bulbs and slips in the Spring, the family picnics, and the neighborhood get-togethers. I like the way people say, "Hello," when you greet them, whether they know your name or not. I like to go to church on Sunday, and sit far back and watch my neighbors. Mrs. Hollenback, holding her youngest on her lap, while father Hollenback jerks young and mischievous Sammy up by his suspenders. I like the way they linger on the steps to exchange greetings, and maybe ask you over for Sunday dinner. I like the peaceful, clean Sabbath feeling that I have through the day.

I like my town, I like my people. I'm smug and contented. Sure we commit some errors, and we have our faults. But I like the way we do it. I like my town.

What Are the Teen-Agers Thinking?



To get answers to that question, some 80 Californians met in the Palace Hotel in San Francisco recently. They were the Presidents and Youth Committee Chairmen of the 41 Rotary Clubs of District 104. In the chair was San Franciscan P. A. ("Bob") Rowe, a member of Rotary's Youth Committee, who launched the discussion. Boys from San Francisco high schools, who were on the platform, "took it from there" in an unrehearsed exchange of views moderated by their superintendent of schools, Rotarian Dr. Herbert C. Clish. This debate-of-the-month cuts in where the youths began to warm to their subject . . . and presents in condensed form what was said. An eager listener, incidentally, was Rotary's President, Angus S. Mitchell, of Australia, a staunch and influential friend of youth.—*The Editors.*

IRVIN: The past Summer has changed the lives of a lot of us. Under the draft law we will have to go into the Army for 18 or 21 months when we reach age 18. That's a long time out of your life when you are going to college.

This war problem—it is everywhere we go. We have had it ever since we were born. Most of us were born in '31, '32, and '33, and that was during a depression. I can't remember that, but I can remember when the war started in 1941. All I could ever remember was war. Today there is nothing in the papers except communism and war! and that, I think, has a great bearing on the young mind. We have got a terrific problem.

DR. CLISH: Do you think we need Selective Service, Irvin?

IRVIN: Considering the times, I think it is necessary, but our education is going to be interrupted, and when we come back, maybe some of our ambitions, some of our drive, will drop out of us. That is what I am afraid of.

DR. CLISH: Any of you other fellows want to react to this matter of Selective Service or of growing up as "war babies"?

DICK: Most of us boys, talking about it around school, have decided that the thing they really ought to do is let us go to college and finish college and then draft us. There are a lot of boys who are not going to college.

LEE: I think the Army is the best thing because in itself it is an education. It teaches you to think for yourself as well as to follow orders. It teaches you a trade. When you come out, you have background. You have been out among men instead of among peo-

ple who guide you all the time.

DR. CLISH: Going back to your point, Dick: You imply that there are plenty of fellows who aren't going to college who might be drafted. How would you square that with the idea of democracy—of equal opportunity and equal responsibility?

DICK: Well, lots of boys have the means, the brains, and everything to go to college, but they just don't want to. I guess they are lazy—or would rather go into father's business.

DR. CLISH: Do you think it is any fairer to defer a fellow who is going to college than one who has taken over his father's business which might be vital to defense?

DICK: If it is vital to defense, that's a different story. But most of the boys who take over their fathers' businesses are not too vital to defense.

DR. CLISH: All right, Dick, you have a point of view on that. We have been over some of the ground on this Selective Service matter, fellows. Now what other subjects do you want to bring up?

ANGELO: I want to say something about school. When a smaller boy goes into junior high school, he talks to older boys and finds out what they are doing. Unless he is trained as he goes along, he is going to do as many of them do—fool around, flunk out, and go to driving a truck. He hasn't had the proper training to teach him that he should study and also take part in activities.

DR. CLISH: Angelo, you have raised a significant point. I am going to lead with my chin and ask you fellows what you really think about the kind of education

youth is getting generally in our high schools. I'd like to hear you state very frankly what is wrong, what is right, what we can do to make it better. No holds barred!

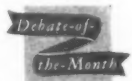
IRVIN: The school which I come from gives us a good democratic foundation. We have a student president and a student council which corresponds to a congress, and we have our own constitution. Each individual feels that he has certain rights around the school, as you gentlemen do. You know your own rights.

But in my four years in high school I have seen that there is always an awful battle between teachers and pupils, and why I don't know. It seems to me that the teachers—maybe I'm prejudiced—don't understand us. We are living in a fast world, a very fast world, and I don't think the teachers are up with us, maybe because they are older.

Oh, sure, we want more freedom than we are allowed, but this is a different kind of controversy. The teachers don't make the subject interesting. School right now seems awfully boring. The schools have fallen down terribly right there.

DR. CLISH: Irvin, you say the subjects aren't interesting. Here is your chance to help bring about some future reform. What do you want to see added? What should we be giving you in the schools—besides freedom and fast teachers?

IRVIN: Right there you stop me. I can't say exactly. It is not the course that is boring. It is the way it is presented. What we can





It's a question about the draft—about deferring college men—and Dick Saccani at the left puzzles out his answer. Dick is student-president at San Francisco's Lowell High School. The others, to the right, are Irvin Beltrame, student-president at Balboa High School; Superintendent Clish, serving as the moderator; and Angelo Le Coco, student-president at Mission High School.

do, maybe—and here I go—is to streamline the course to make us understand it better. The way things are now, the school system is too old fashioned.

DR. CLISH: Would it make it any more interesting or any clearer if your class—say, in civics—were to go and watch our board of supervisors in action, your board of education in action, your park commissioners in action? Would it help if you could go into our courts and watch the way they work?

IRVIN: Very much—because, well, seeing is believing.

A ROTARIAN: This indictment of our educational system—would it indicate that our educational body as a whole should go to school again? Or that we should bring more youth into our teaching profession? I think what these boys are trying to bring out is that teachers just plain don't understand youth.

DR. CLISH: Any of you boys want to react to that? My own feeling is that chronological age means little in teachers. It is more a matter of attitude than arteries.

Frankly, I think the improvement is going to come through bringing the schools much closer to the people and the people closer to their schools—by getting citizens of the community to sit down with the board of education and

the school staff and plan what shall be done. We are doing that right now in San Francisco, and some of our Rotarians have been helping us.

Now, what other points do you want to make, boys?

CHAIRMAN ROWE: I'd like to have the boys express what they feel is their number one desire. For example, would it be security, or opportunity?

DR. CLISH: Get the point? The question is . . .

CHAIRMAN ROWE: What is your number one objective?

DR. CLISH: What is your number one objective? Security—security from the cradle to the grave or any variation of it? Or opportunity as we have opportunity under our American system?

IRVIN: It seems to me that if we have opportunity we can make our own security. (Applause.)

DR. CLISH: I take it the entire panel agrees on that point.

A ROTARIAN: One thing I find in a lot of the young fellows who come to me for a position is that they are not interested in what they can do for me or what opportunity there is. What they ask first is how much is the salary and is the work steady? Seems to me a good thing to encourage among young people in schools is the desire for opportunity to serve mankind as well as the opportunity to

bring home a weekly pay check.

DR. CLISH: I'll let you fellows react to that.

IRVIN: That's a good point. The majority of young people do think more of the pay check than of anything else—but can you blame them? Look what your money is worth today. With all this high cost of living, naturally we are going to think of salaries. If we are going to start families, we will have to support them.

A ROTARIAN: These four fellows here today are the cream of the crop in their schools. But what is in the minds of their fellow students who are in the lower 20 or 30 percent—those fellows who drag along waiting for the four years to pass? What do *they* think about security as against opportunity? Are they afraid of the competition that you upper 20 or 30 percent are going to give them?

LEE: I don't believe there will be much competition between us. Actually it doesn't exist. Somebody wants to be a truck driver. Somebody else wants to be a lawyer and he may not be any more intelligent. It is just what a fellow likes to do, what he enjoys. You don't think of security first. You think of opportunity.

A ROTARIAN: I attended a community leadership workshop not long ago, and we spent a day and a half trying to find out what dem-

Human Nature Put to Work



There are soft spots in the nature of homo sap. It's just a matter of knowing where. A depression-day salesman was desperate for orders, his family barely eating. Nobody wanted to buy what he had to sell. Then it came to him! Borrowing a cunning puppy from a friend, he started around his territory. Almost every dealer took a fancy to the dog . . . and the salesman returned home with more orders than he'd ever written. Today he's a salaried executive in the company. And he never cared particularly about dogs!

—Samuel N. Hinkley, Santa Fe, N. Mex.



Habits acquire glossy surfaces which are hard to scratch—but when you do put a dent in them . . . ! A certain curb-service restaurant had tried for weeks to sell a new specialty sandwich. It featured it on its menu, ran waiters' contests, gave away souvenir balloons—but nothing moved many people to order it. As a final hope, the management stapled small bright cards, extolling the delicacy, to the top of the menu—and painstakingly attached them upside down. Immediately the patrons began turning menus around to read the cards . . . and sales trebled overnight. The sandwich is a best seller today.

—K. W. Goings, Riverdale, Md.



Sometimes an unexpected touch of humor will relieve tension. One executive who knows this had so great, though undeserved, a reputation for sternness that female employees frequently burst into tears whenever they were called "on the carpet." Genuinely troubled, the executive installed an enormous red bandanna handkerchief in his desk drawer. This he solemnly produced and handed over at the first sign of secretarial "sniffles"—which nearly always turned them into smiles.

—P. B. Baker, Springfield, Pa.

Let's have your story. If it's used in this department, a \$10 check will be sent you (\$5 if it's from another publication).—Eds.

ocracy is. What do you four boys think it is?

DR. CLISH: What does the word "democracy" mean to you? You can build it up jointly if you wish.

IRVIN: To me democracy means a way of life. It means freedom. Democracy is opportunity. It is up to the individual whether he wants to be a truck driver or a scientist—regardless of where he comes from or what his last name is. Democracy has been tried throughout the world and throughout history and it has worked best.

DR. CLISH: What does "democracy" mean to you, Dick?

DICK: As IRV says, it means the freedom to do whatever you want as long as it is law abiding and follows the Constitution. It means to most youth just freedom.

A ROTARIAN: I'd like to ask if you boys feel that the things that influence you most are the things in school or the things outside of school? In your attitude toward your country, for example.

ANGELO: I think it all starts where you are born. If you are born in the slum district, you are not given much hope. You look out and see how others who have had better luck live, but you think, "Well, I will never get any place." Others may have the ambition to go places, but the majority do not.

DR. CLISH: You say that some persons born in the slums do go ahead and some do not. Do you think it is what they got in school or what they get outside that enables them to go ahead?

IRVIN: Andrew Carnegie came here as a very young boy from Scotland and still he made millions because he had the ambition and the drive. I think it is up to the individual. Where you are born has nothing to do with it.

DR. CLISH: Now another question. We have a strike going on in our city that is attracting nation-wide attention. What does youth think about strikes?

IRVIN: Strikes, I think, have hampered this country more than anything else. Labor and management can't seem to get together. But if the American man who works or woman who works is given a certain amount of security and a fair deal, these strikes won't occur. A strike means, on

the surface at least, that the working man is not satisfied. He is not getting enough to live up to the standard of living which we all want.

DR. CLISH: Do you think the average members of a union are always the ones who want to strike? Is capital right or could capital sometimes be wrong? Is labor always right or could labor or its leadership be wrong?

ANGELO: My opinion is that not everybody who goes on strike wants to strike. Some good talkers talk the other men into it.

IRVIN: If I may elaborate on that a little, we can partially, or maybe fully, stop this through our schools. If we start sending out pupils who are familiar with the unions and government, they won't be so easily fooled or so gullible. They won't be talked into a strike. They will know what it means.

DR. CLISH: Anybody else want to react?

LEE: People are foolish when they believe strikes get them anything, but in a way you can't blame them. They think they will get more money, that things will be better for their families. But as soon as you get a raise in pay, down go the profits for the company and up go the prices on the goods, and then you are right back where you started. I think the thing to do is not only to get capital and labor to discuss things, but to do something about them.

DR. CLISH: Too much discussion and not enough action, is that it?

A ROTARIAN: Do you fellows think that being a labor leader is a dignified occupation? If so, why? If not, why not?

IRVIN: As a labor leader, you are representing the people, and if you represent the people in a fair way and a right way, that is a very fine occupation.

DR. CLISH: Is that your answer? I am glad you said that.

I want to say in closing, gentlemen, that these boys came into this meeting cold. I think you will agree with me that they are typical of youth throughout the world and that they are doing more, better, clearer thinking than most of us did when we were their ages. They are facing stark reality with their eyes wide open. Thanks very much! (Applause.)

This is

AFRICA'S CENTURY

By Henry T. Low

Second Vice-President of Rotary International;
Bulawayo, Southern Rhodesia



Victoria Falls
on the Zambezi
dwarf Niagara.

"FROM AFRICA always something new." So observed the Greek historian and traveller Herodotus some 400 years before Christ. The world of his day had yet to hear of Hannibal and Cleopatra and knew almost nothing about Africa's vast interior. Yet the father of history, as Herodotus is known, had seen enough of it and its motley exports to class earth's second-largest continent as the land of endless surprises. This it still is!

It will not surprise you, however, to know:

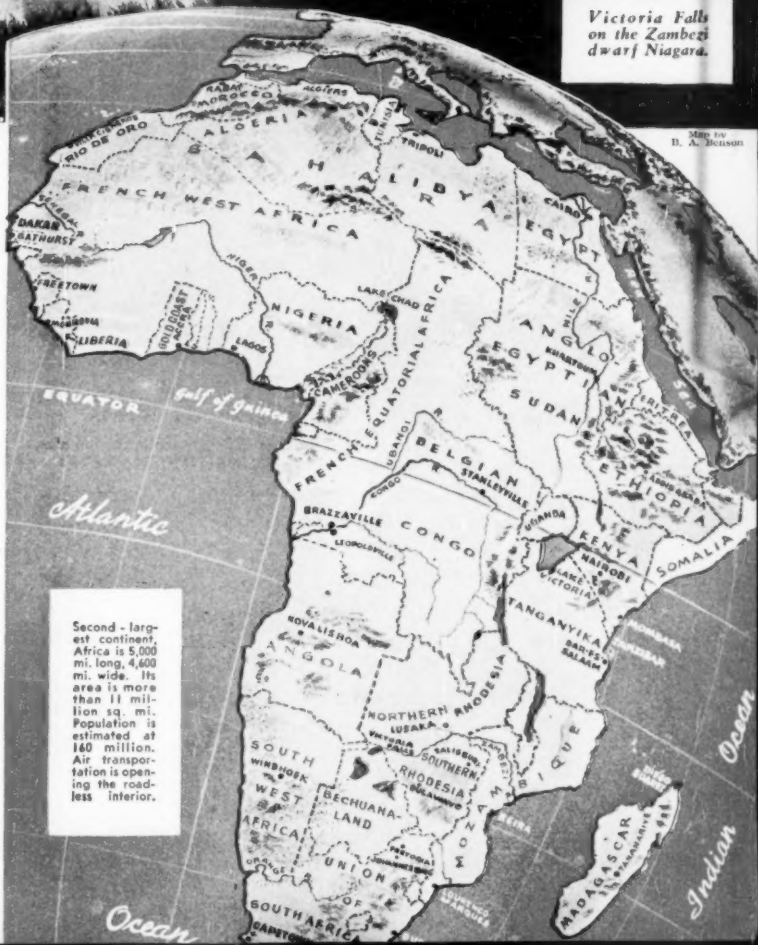
That you could drop the whole of North America, plus Australia, into Africa and have room left for a broad highway all around the perimeter.

That you could place Lake Michigan within our Lake Victoria without crowding the pleasure craft along the shore.

And that Niagara Falls fall less than half as far as Victoria



JANUARY, 1949



Second - largest continent. Africa is 5,000 mi. long, 4,600 mi. wide. Its area is more than 11 million sq. mi. Population is estimated at 160 million. Air transportation is opening the roadless interior.

Map by
B. A. Benson

Modern cities flourish...in sight of African deserts and veld...



From Cairo to Capetown, African cities reflect the continent's great mixture of races and cultures. This is a market in Dakar, French West African port. That's a bundle of gourd segments on the native's head.



The big-eared African elephant, which took Hannibal over the Alps, still roams the woodlands. This one is in Kruger Park, South Africa. Note automobile.... A Sahara scene (below) unchanged in a millennium.



Falls and are less in width and volume of water.

That Cairo and Capetown at the northern and southern extremities of Africa are as far apart as Cairo and Peiping, China.

That Africa has men—the Watussi—who grow to 8 feet in height, and others nearby, like the Congo pygmies and the primeval Bushmen, who are veritable dwarfs and survivals of a far past.

That Dakar (which, incidentally, has a Rotary Club), on the West Coast of Africa, is less than half as far from Natal, Brazil, as it is from Port Said in Northeastern Africa.

THESE things, I say, may not surprise you. This, however, may: in Africa and out of it are many thoughtful observers who say that *the next 100 years belong to Africa*. Just as the world centered its efforts on the development of the Americas in the past century, so in the next one it will focus its dreams, capital, brawn, and brains in the development of Africa. There are few places in the world today where capital could be more safely and productively employed than in the development of Africa. Here are a few reasons why:

The Belgian Congo, in the green heart of Africa, has the largest proved deposits of pitchblende in the world. One gets uranium from pitchblende—and atomic energy from uranium.

One of the main sources of supply of long-fiber asbestos suitable for spinning is being worked in Southern Rhodesia.

Extensive deposits of chrome run in a belt 320 miles long and three miles wide through Southern Rhodesia. When you polish that shiny bumper on your automobile, you are very likely making contact with Africa, one of the world's main sources of supply.

Near Wankie, in Southern Rhodesia, lies, barely touched, a coal bed from 25 to 40 feet thick and extending over 400 square miles with an estimated content of 4,000 million tons. One mine—just one mine!—satisfies the coal requirements for the growing industries of my own country and the great copper mines of Northern Rhodesia and the Belgian Congo.

THE ROTARIAN

and tourists motor where safaris once hunted ivory on the hoof.

There are said to be 600 million tons of copper ore in Northern Rhodesia.

The gold of South Africa's world-famous Witwatersrand, which is now being worked at a depth of over 8,000 feet, has recently been found to extend to limits undreamed of only a few years ago. Since the first "strike" in 1887 the area has produced £4-500,000,000 (\$21,200,000,000) in gold.

For many years the mines of South Africa have satisfied the world's demands for diamonds and they are likely to do so for years to come. Now, in addition, more recent discoveries have disclosed diamonds in Tanganyika, all of which ensures the world's supply for a very long time. A very sensible agreement between the diamond producers ensures that no new discovery will bring about any drop in the value of diamonds.

Yes, Africa is rich, fabulously so—in iron, bauxite, mahogany, water power, land, and labor as well as in the treasures I have listed above. And the day is long gone when, as Jonathan Swift put it:

*Geographers, in Afric maps,
With savage pictures fill their gaps.
And o'er uninhabitable downs
Placed elephants for want of towns.*

We know, thanks to the airplane, much that is in those gaps and we are about to see the elephant move across and make room for hundreds of new towns. For large plans are shaping in Africa, many of them on drawing boards in London, Brussels, Lisbon, and Paris, and many more in the Union of South Africa and my own country of Southern Rhodesia.

Roughly half the area of Africa (11½ million square miles) and not quite half its people (some 160 million persons) are in the British political family. What Britain is planning for these areas and people affords an insight into what is ahead for Africa.

Under a ten-year plan, Britain, notwithstanding her own trials and difficulties, will spend perhaps £250,000,000 (more than a billion dollars!) in building roads, railways and other communications, hospitals, farms, ports, mines, dams, and so on.

Closer home for me is the great proposed dam on either the Zambezi River between Southern Rhodesia and Northern Rhodesia or on the Kafue River in Northern Rhodesia. If the Kariba Gorge on the Zambezi is chosen, the dam will be greater than the Boulder, Shasta, Friant, and Grand Coulee combined. Southern and Northern Rhodesia are coöperating in the plan. Close investigation is being made and the decision will probably be taken at the end of this year. A hydroelectric plant at Kariba would produce 750,000 kilowatts a year, sufficient to turn out 500,000 tons of pig iron and a large tonnage of ferrochrome a year—if the plans of British steel interests mature—besides meeting the electricity needs of the two Rhodesias. More than 18 million pounds will be needed to bring today's plans to reality.

The bush-choked Sabi valley in Southern Rhodesia's low veld hides a wealth of promise beneath its timber. As dams are built and water guided on to its rich alluvial soil, this region may become the granary of Southern Africa. Extensive deposits of coal and iron give promise there of new industries. The possibilities, and problems to be overcome, are being examined by a British firm of surveyors. Rhodesians want to be assured that the development of the Sabi Basin area is practicable before incurring the heavy expenditure that is bound to be involved. Knowledge makes a good bed mate for enterprise.

OTHER dams are being planned and built in the Union of South Africa and further afield in Uganda and Ethiopia. When completed, these may make many a desert of the Anglo-Egyptian Sudan and elsewhere flower even as the banks of the Nile.

Perhaps you have read of Africa's "peanut project." With its eager eye wide open for the unusual and unique, the world press has singled out this part of the British plan for special emphasis, reporting its progress and setbacks minutely. The plan, in short, is to clear some 3 million acres of the previously undeveloped plateau that runs north and south through Eastern Africa and



City hall in the author's city, Bulawayo, Southern Rhodesia—an industrial center of some 17,500.



The last word in apartment houses—in Johannesburg, metropolis of South Africa. . . . A Capetown close-up (below) with Table Rock in background.



Man is tapping new lodes of iron, copper,

establish 100 peanut farms of 30,000 acres each. Peanuts are required for oil. As I write, some 18,000 tangled acres have been cleared, despite many difficulties, and in December the seed went into the ground.

Among my readers in the United States there are, no doubt, many men who have risked a few dollars on Africa's future. I have heard it estimated that American investments in the Union of South Africa alone amount to 100 million dollars. Americans would feel at home in Port Elizabeth, where the new assembly plants of Ford, General Motors, and others are situated. The fact is that any American or Canadian or Australian accustomed to living in one of their own comfortable homes would feel at home in any of the 20th Century cities of South Africa—or of Southern Rhodesia. If you expect electric refrigerators, washing machines, modern skyscrapers, and convertible motorcars—well, we have them too.

SUPPOSE we board a 'plane—a two-motored Viking at Johannesburg's Palmietfontein airdrome—and fly north. In just over two hours and 420 miles later we taxi to a stop at Bulawayo's Kumalo airdrome. At last I have you in my own country and city.

Where did Solomon obtain the gold for his Temple? Perhaps from Southern Rhodesia. For here is a vast honeycomb of mines so ancient and so much apart from any recent culture as to lead many to the belief that this was the Biblical Land of Ophir. And the evidence is strong that there never was a richer gold field anywhere in the ancient world. It is estimated that gold to the value of 80 million pounds was extracted by the ancients. Most of our present mines, incidentally, are based upon these ancient workings.

It was gold that lured modern men into the Rhodesian plateau just 58 years ago. As late as 1890, the Rhodesias were filled with fierce savages and wild animals. Only adventurous hunters and missionaries of the Gospel ventured to go there from the outside world and from these came knowledge of the country and its possibilities.

In the Cape Colony was a man with a dream for Africa who knew that there was gold in Mashonaland—and fertile soil as well. And poring over his maps, Empire Builder Cecil John Rhodes exclaimed: "I want to see all that red." His dream was a Cape-to-Cairo railway running through British territory the entire length of Africa.

So it was Rhodes who sent up the little band of pioneers and police. They entered with the full approval of the native chief and his council. They raised the Union Jack where our capital, Salisbury, now stands and convinced the Matabele and Mashona warriors they meant to stay.

It was Rhodes who gave his name to the two Rhodesias and who lies buried, at his own instance, in the wild rocky shrine in the Matopo Hills near Bulawayo which he termed "The View of the World."

What has come of all this pioneering? A land—a free land—of widely forested rolling plains that is home to 100,000 Europeans and 1,750,000 Africans. A land of tobacco farms and mines, modern cities, and yet a land possessing much of Nature untouched or at least unspoiled by man, where one can see the fauna of Africa still roaming at large. It is a land providing evidence of intelligent co-operation between the races, and offering hope for everyone who is not afraid of hard work.

As I write, in Autumn of 1948, the State Iron and Steel Works at Que Que have everything ready to commence production of iron from Rhodesian ore by the adoption of the most modern methods and the official opening will be performed in a few days by the Governor of our Colony. With abundant iron, lime, and coal in the surrounding hills, this enterprise will develop into one of our major industries. Some steel men have predicted that we shall one day possess one of the largest steel industries to be found anywhere. But that is only a sample of the new spirit that is sweeping Southern Rhodesia. All along the line—in the mining of our metals and in the making of boots, cutlery, railway equipment, plywood, and textiles—there is a quickening of the

THE ROTARIAN



Miners in the world-famed Kimberley diamond fields—where open-pit methods like this are giving way to tunnelling. . . . (Below) African asbestos before mining.



and gold...New crops are springing from the rich African soil.

tempo, in thought and in action.

We are growing—but our possibilities for further growth are great. Some 1,200 persons of British stock have been reaching our borders each month for more than two years and we have rapidly assimilated these newcomers and made use of their skill. As I write, owing to shortage of housing and difficulty in provision of food supplies for such a quickly expanding population, the Government has been constrained to exercise some check on this immigration, but these difficulties should be in time overcome.

As they settle down among us, our new Rhodesians find time to travel; they gasp in wonder at the Victoria Falls which we share with Northern Rhodesia, at our great game preserves where lions and zebras run free and you are caged in your motorcar, and at our puzzling Zimbabwe Ruins which speak of a people who have never been identified. And our newcomers sigh with pleasure and say: "Great country this!"

There is another prime reason why so much of the world looks at Africa today. It holds a strategic position on the globe, militarily speaking. Two world wars have raged across its northern sands and have disrupted the economies of the whole continent. If, Heaven forbid, there is to be a third, it may fall to more southerly parts of Africa to play an even greater part than that played in the war recently ended.

But war and war talk are the very antithesis of Rotary—and it is of Rotary in Africa I would like to touch on for a moment. It was 1921, and from abroad there came the seed of Rotary to Johannesburg. From thence its goodly fellowship spread far and wide throughout the Union and thence, in the early '30s, to Southern Rhodesia.

ON July 7, 1948, there were 42 Rotary Clubs in the Continent of Africa. In District 55 there are 28 Clubs (2 in Kenya, 3 in Southern Rhodesia, 23 in the Union of South Africa).

In that part of District 83, which lies in Africa, there are 6 Clubs (5 in Egypt, 1 in the Anglo-Egyptian Sudan).

In that part of District 48 which lies in Africa, there are 7 Clubs (3 in Algeria, 3 in Morocco, 1 in Tunisia).

In non-Districted territory, there is the Rotary Club of Dakar, in French West Africa.

Typical activities of the Clubs in District 55 are: sponsorship of youth, so as to provide educational facilities for the underprivileged and of the orphans of ex-servicemen so as to supply the human need in their lives, the setting up and maintenance of boys' clubs, homes for the aged, African welfare work, assistance to hospitals and nurseries, establishment of youth camps, etc.

Rotary Clubs in Egypt encourage scholarship among school children by awarding prizes, work for infant welfare, aid deaf-mute children, provide school lunches, sponsor free clinics and clubs for underprivileged boys, help youths find employment, and so on.

DISTANCES, of course, reduce the frequency of inter-Club visits which prove so beneficial to the Clubs whose situation makes them possible. It is some 2,000 miles from Bulawayo to Nairobi, our nearest Club to the north, and yet both are within the 55th District which extends to Capetown in the extreme south of us, some 1,300 miles from Bulawayo. But we make up for this loss with the good fellowship in our own individual Clubs, and at our annual District Conferences. The District Conference last year was held at the Victoria Falls and I hear that it was thought to be one of the great Conferences of Rotary in Africa. In fact, the surroundings, combining as they do the beauties of Nature and the comfort of the finest hotel in Africa, made many of the delegates suggest that the Victoria Falls should be the permanent venue for the District Conference. Space will not permit me to enlarge on the Rotary efforts of the various Clubs. Suffice it to say that throughout the District there are permanent memorials of the work performed in the various communities served by the Clubs.

Yes, the next 100 years may quite likely belong to Africa—and Rotary will be there to teach men to serve and to enjoy these years.



Peace and plenty in the Paarl Valley of South Africa. The rowed fields are vineyards.

for TAYL

WHO SAVED A RAILROAD



Head office of the railroad in Taylorsville showing Rotarian Zachary and an agent.

YOU HAVE seen an abandoned railroad track somewhere. A sad sight somehow, isn't it? Rusty and weed-grown, it's a neglected monument to somebody's broken dream.

Well, the one track that runs into Taylorsville, North Carolina, just missed looking like that today. The company that owned it was going to give it back to the rabbits. Then, one Wednesday noon, the fellows started talking about it at the Taylorsville Rotary Club . . . and talked themselves right into the railroad business. As a result, those tracks are busier now than they've been in 20 years, and some business and professional men who didn't know a fish plate from a fusee are having the time of their lives as the owners and operators of a real railroad.

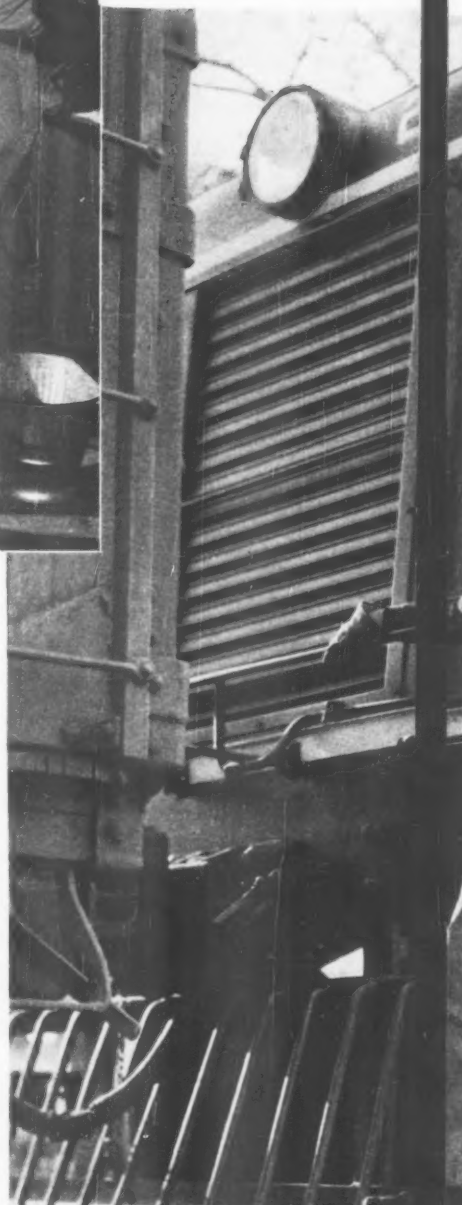
That's the synopsis. Now for the full story. Taylorsville, you should know first, is a little town of 1,500 in western North Caro-

lina. It's the seat of Alexander County, which is great apple country, and it has its homes, stores, mills, schools, and highways. Yet its only rail connection with the rest of the world is the 18 miles of track that winds from the local depot down to Statesville in the next county.

So it was bad news for Taylorsville that day three years ago when the Southern Railroad announced it would abandon that 18 miles of track. And the gloom was pretty thick when the 21 Rotarians of the town started talking about it in their meeting place in the bank building.

But one of the fellows—Lawrence P. Zachary—had an idea: "I've done some checking," he told the Club. "The Southern will sell the 18 miles for \$50,250. Why don't we buy it and start our own road?"

The Club gulped, then gave the idea



Young Brakeman Oscar Kuykardall signals engineer to keep 'er coming.

All Aboard! Y LORSVILLE!

ABOUT SOME NORTH CAROLINA ROTARIANS
DAILY FOR THEIR TOWN . . . BY BUYING IT.



The Alexander's one and only train—a Diesel locomotive and express car—prepares to leave the main station. The road owns three stations and two prepay stations.

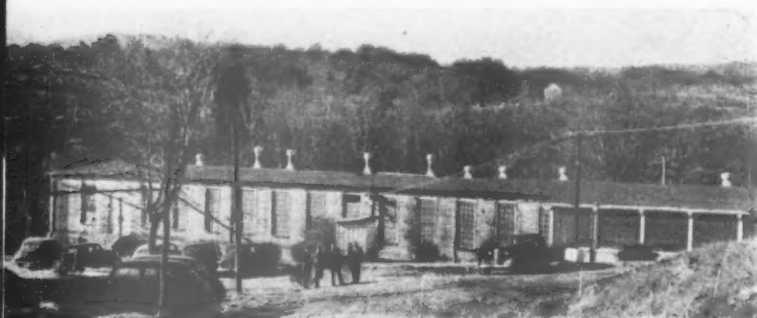
Many a notable has come for a look at this little home-grown railroad. Here (below) the distinguished visitor was ex-Governor Geo. H. Earle (dark suit), of Pennsylvania.

Photo: Armer; Cumber





Moving freight for the growing industries along its right of way—that's the chief job of the Alexander line, which takes no passengers. This is the Watts Lumber Company.



Some 100 people make yarn in this factory, the Brookwood Mills. It ships via the Alexander. Eager to please, the railroad owns a truck, picks up and delivers almost anywhere. And here's the Sherrill Yarn Mill (below), 125 employees. Another Alexander customer!



A one-million-dollar silk mill built by New York City capital is to go up along the road soon; also a cement-brick plant. . . . (Below) Rotary District Governor Everett Bierman, of Charlotte, N. C., takes hold of the throttle during his recent official visit in Taylorsville.



the highball, and in no time this handful of Rotarians (1) raised the \$50,250 by private subscription, mostly from themselves; (2) bought the 18 miles of right of way and three stations; and (3) set up the Alexander Railroad Company chartered at \$100,000 by the State of North Carolina.

Fine so far—but the line still had no rolling stock, not a wheel. Borrowing a steam locomotive and engineer from the Southern and buying an express-and-baggage car from the same road, the Alexander Railroad Company dispatched its first train on February 7, 1946. It hasn't missed a day's schedule since.

But things have changed. A war-surplus Diesel locomotive which had long been on order finally came through. It was later replaced by the new Diesel you see in the accompanying photos. Ten or 15 rented boxcars are on the road all the time. Employees now number 12, but only one had previous railroading experience. The engineer was a farmer who knows Diesels inside and out.

Sure there's the old romance of the rails in all this—but that isn't all. There's profit, too—a 3 percent cash dividend every year so far. There are no debts; there's money in the bank. Which only reflects how well the road has served the mills and farms and public all along its right of way.

And one thing has led to another. The board of the road—six of its seven members being Rotarians—has formed an informal organization to bring new industry to town; a million-dollar silk mill is to go up soon.

As you might guess, they made Larry Zachary general boss of the road. He's secretary-treasurer, freight agent, freight-claim agent, express agent, and so on.

"I gave up a lifetime job of selling art to take this one," says he. "I used to earn three times what I'm earning now. But I'm having three times as much fun as I ever had. Of course," he adds, "I have a little trouble keeping Rotary and railroading separate on Wednesday [he's Club President this year], but why should I worry? Together they've done pretty well for Taylorsville."

Which is a great understatement if he ever uttered one.

A Good Judge of Gold

JOHN W. HAUSSERMANN HAS IT IN HIS MINES AND HIS HEART.

INTRODUCTIONS are usually pretty simple in the male world . . . so when you meet John W. Haussermann in the Rotary Club of Manila some Thursday noon, you may learn only that "He's an old-time member of our Club and we call him 'Farmer John.'"

If Manila Rotarians were to let themselves out a little more—and if he would stand for it—they'd introduce Farmer John this way: "And this is John W. Haussermann, the Gold King of The Philippines, the man who put together here on Luzon one of the largest gold-mining operations on earth. He's our greatest employer, our best-loved employer—and a good judge of men, gold, and cigars."

That's the truth. This portly gentleman of the white hair and easy smile is president of the Benguet Consolidated Mining Company—a collection of mines, mills, and supplying companies located around Baguio which before the war employed 10,000 persons and were worth 100 million dollars more or less. Japanese demolitions and U. S. bombings wiped at least 15 million dollars' worth of fine Benguet plant off the map. So today, at the mellow age of 80, Judge Haussermann is working like a youth on his first job to restore the Benguet empire.

It was the Spanish-American War that brought John Haussermann to The Philippines. Born in Ohio, where he worked for \$2 a week full time as a boy and where he earned a law degree, he set up a practice in Kansas and enlisted from there. It was as a second lieutenant in the U. S. Army that he landed in Manila in 1898. The insurrection over, he stayed on for a time as a judge advocate in the provost guard—that's why he's still the "judge"—and then in 1903 opened his own law office in Manila.

One of the Judge's first clients

couldn't pay his bill—but would the Judge settle for 5,000 pesos' worth of mining stock? He would and did—and ran that \$2,500 holding into control of an enterprise which before the war was showing annual profits of 4½ million dollars. How he did it is a long, long story of paying taxes out of his own pocket when things were bad, of raising money, of buying mines when the experts said "No," of making Benguet a synonym for scrupulous integrity, and of developing the finest kind of employer-employee relations. The Judge himself says the secret is "Do right by your employees."

Three thousand of Benguet's employees are back on the job. Some of the first ones back—several hundred Igorots from the hills—saw how direly a certain new road was needed to restore a mine to operation. So they offered to cut it through free. They cut it through—but at regular wages.

Such loyalty is no accident. In 1939 wages at Benguet were three times the prevailing rate. As president, Judge Haussermann had insisted on that, but high wages were only one attraction. For the 50,000-some men, women, and children who made up the Judge's "bigger family" Benguet gave free housing, light, water, fuel, rice, schooling, medical care. It sold food and clothing at cost, maintained recreation centers, libraries, and playgrounds. It let children under a certain height in free to movies. It provided a dozen other benefits.

Perhaps this was old-fashioned paternalism, but it pushed the accident and absenteeism rate low while it raised efficiency and production year by year. It made Benguet known as one of the most progressive employers on Luzon.

At his Pond Run Farm in New Richmond, Ohio, during the war, the Judge planned how Benguet would rebuild. Now as the company heaves 7½ million dollars into that task, the Judge gives the



Judge Haussermann today at 80. His fellow Manila Rotarians call him "Farmer John."

reason: "I have confidence in the future of The Philippines, but more: everything I have I owe to my many thousands of Filipino friends who have worked with me. They're depending on our rehabilitation for their very livelihood."

Maybe someday the Judge will return to Pond Run, where he and Mrs. Haussermann, who died last July, raised their two sons, and the Judge will be Gentleman Farmer John. But not yet. He's only 80. He still likes to mine gold. And, as he puts it, "My work's my hobby." You wouldn't want a man to retire even from his hobby, would you?

—WILLIAM R. SEARS





Caught by the law! Things seem pretty black for Sonny—until he's told about a new kind of school. Mother and Dad go along to the first session.

250 Safer Drivers Every Week

THEY BROKE LOS ANGELES TRAFFIC REGULATIONS—
BUT INSTEAD OF GOING TO JAIL THEY WERE SENT TO A UNIQUE SCHOOL.

By Oren Arnold



Hunt

BACK in 1929 a youngish football coach named John R. Hunt saw a boy tailed into a Los Angeles traffic court and punished for running a stop sign.

"Didn't you see it, Bill?" Hunt asked.

"Yes, sir. But I thought it meant for trucks and stuff."

"A sign like that applies to all cars, Bill."

"I didn't know it. Nobody ever told me."

'Nobody ever told him!' Hunt was appalled. Bill, the handsome, earnest son of an aristocratic Hollywood family, was not a show-off and he had enjoyed excellent schooling. Yet no instruction had ever been given him in ordinary traffic rules. Parents and teachers alike apparently had assumed he was born knowing them.

"It's much like sex education," Hunt reasoned. "It's vital and simple, but most of us still don't teach it to youngsters. We let them learn in the costly school of experience."

Hunt spoke thus earnestly to superior and municipal court judges, police officials, probation officers, school authorities, and justices of the peace. All listened sympathetically. It was a good idea, they agreed, to "do something" about it, but where would the appropriations come from? Los Angeles is so big that an expensive staff of instructors would be required, not to mention buildings, equipment, offices, and secretaries. But one man gave John

Hunt more than sympathy; he gave encouragement.

"If a man has heart interest in a project," said Mark Keppel, then the Los Angeles County superintendent of schools, "a lack of money never stops him."

The upshot is the Los Angeles County Juvenile Traffic School, which has turned out more than 18,000 graduates, less than 2 percent of whom have been repeaters in car accidents. Its results to date are so good that every city and citizen may well give it close inspection.

The case of young Sonny Jones points it up: Trembling before a dour-looking policeman who was writing in a Domesday Book on Wilshire Boulevard, Sonny looked at his beloved "hot rod," a wreck, and at the truck with a crushed fender, and thought of the disgrace at home and at school. Despite his 17 years, the boy was about to burst out crying when the officer snapped his black book shut and smiled.

"How about you and me having a Coke over there at the drugstore, Sonny?" the cop said, genially taking an arm. "I'm buying. Then I'll escort you to your school principal to explain why you're tardy. Also, we'll tell him about the special course you'll be taking."

"Sp-special?" The lad croaked it.

"Sure, and pleasant, too. Four weeks, on Saturday mornings. Big roomful of fellows and girls. Friendly help, Sonny, about cars and car traffic. You know—lectures, discussions, questions, jam sessions, even movies."



Friendly "cops" dramatize safety with the aid of charts and movies.

After a quarter hour of such informative talk the policeman had made a convert. Sonny's heart action had dropped to normal and he was on his way to becoming a responsible—and safe—citizen.

Sonny was duly brought before a judge and "sentenced"—not to any sort of barred cell, but to the new sort of school: new except for its 17 years of critical testing and improvement. Sonny paid no fine, nor did his dad. He has no police record against him, and "cops," to him, are not blockades to freedom but his personal friends. He harbors no resentment toward authority. In short, through one brief schooling, his whole attitude toward American citizenship was set aright. Where his first brush with the law might have embittered him, estranged him for life, it has instead created in him a healthy pride.

The school today is bigger than ever, is casting about now for more commodious quarters. You can bet they'll be found, because John Hunt is still superintendent of the school. "In these 17 years, not one student has told me that he did not benefit in some way from the course offered," Hunt says. That is high reward for the heart interest he has put into the enterprise.

The school in Los Angeles has no localized or complicated mechanics; it can be applied with equal effectiveness in Portland, Oregon, or Portland, Maine. Its promise is simplicity itself: that youths are not born educated in car operation any more than in arithmetic, and that they will respond to kindly guidance but not to force.

Hunt still doesn't realize that he is a child psychologist. "Only psychology I know," he says, "is to apply commonsense. Boys and girls under 21 appreciate it and respond. For 20 years now, every journal in America has proclaimed appalling statistics about car accidents. Boys and girls absorb their portent better than grownups. Our children want, above everything else, not to be stupid, and so they take pride in learning safety when we let them.

"They are not nearly the show-offs we think



One out of 20 students is a 'coed.' Here two of them learn traffic technique from an instructor who uses model cars.



Let's Grow Up, Chums!

RECENTLY five of us left our college campus for a motor trip to Arizona. We didn't get there. A weaving red convertible stopped us—cold. No one was killed. No one was much hurt. But I was shocked and angered—and I still am! I want to write this while still in that frame of mind. I am angry with the young fellows in the other car and with my generation.

This is what happened: Just outside a small town we saw the red convertible speeding toward us. As we watched, it swerved to its side of the road while someone in it hurled a bottle into the ditch. Then, twisting back too sharply, the car swayed directly into our path. There was a crunch . . . another . . . then a giddy flight into the ditch that ended with a jar and with the seat cushions on our heads.

We were silent a second or two. Then somebody said quietly, "Let's get out of here." Miraculously, we were able to, all of us—though our car was half demolished.

We hurried to the convertible. No one there had been hurt either, although they said that the driver had been thrown from the car. When we approached him, we felt sure that his condition was not completely the fault of the accident. People in the crowd volunteered that these young fellows had been forcing others from the road, passing others like "a bat out of hell," cruising noisily back and forth through town all day, that they were "a wild bunch of ne'er-do-wells." All I know for sure is that they robbed us of a happy holiday, a fine car, and almost our lives.

Maybe these young men were frustrated in early childhood, or their parents beat each other with lead pipes, or perhaps some war experience embittered them. I'm tired of such explanations. These fellows were not juveniles anymore. They were men in their middle 20's.

Maybe they had the right to drink. Still, they had no right to hurt us as a result. I only know that I am angry and that I shall never forget the sight of that red convertible in its crazy lunge into our lives. Let's grow up, chums!

—Bobby Jo Scott

they are. A few frustrated ones do risk danger to get attention, and some others become overly confident. But this is more than offset by their better vision and quicker reactions. Our school has proved that kids 16 to 21 can be the safest drivers in the land. And that, once taught, they retain their safety after growing up."

On a typical Saturday morning in the school, the program begins when everybody stands and gives the pledge to the flag. Then a smiling traffic "cop" steps up to speak a word of greeting.

"You are not criminals," he says. "You are not riffraff. You come from our best families and you know it. You are not here being punished. You are here because we are anxious to help you so that you can enjoy your cars more than ever. We'll study the mechanics of car operation so we can develop personal skill. We'll analyze the traffic laws, and if we find any bad ones, we'll bring pressure to have them changed. This is your county and your school, and we want you to be proud of both. Let's start now with the movie of the week."

The movie is a Grade-A professional job, 30 minutes packed with entertainment in both photographic and cartoon technique, and rich in object lessons concerning the operation of cars.

Text study in the school is simply the California traffic code adapted to juvenile understanding. Printed folders give detailed discussions, questions, answers, charts, and records. From these, class discussions are held. Each Saturday's session includes a 15-minute review of the previous Saturday's lesson; thus each of the four lessons is discussed twice. Four major subjects are "Drivers' Licenses," "Carelessness," "Defective Mechanics," and "The Traffic Accident Problem." In short, there is nothing superficial about the course, and any student not showing satisfactory progress may be required to take the whole thing a second or even a third time. The youths are invariably eager to ask questions and take an active part in the classroom discussions.

The school now teaches safety to about 250 students a week. Yet it has never had a budget, and has

not cost the taxpayers one extra cent. On the contrary, it has actually saved the public's money. Teaching is done by the county probation department. If it were not done, comparative records show, the department would have many hundreds more juvenile wards, court costs would be proportionately higher, and there would be many more costly accidents. Thus again is proved the ageless adage that prevention is better than cure, whether it refers to the health of one man or a nation.

Nobody can say just how much Los Angeles County's accidents were diminished by the school, because obviously it is impossible to count accidents that do not happen, and because this county's population growth has been almost hysterical during the school's life. Los Angeles city alone collects more than \$200,000 a month in traffic fines, not to mention the jail and prison sentences and the deaths. But the significant thing is that *almost none of those punished offenders today, adult or juvenile, is a graduate of Hunt's Juvenile Traffic School!* Eighteen thousand graduates may be few in a county of 3 million people, but they may also be regarded as a priceless nucleus, a precedent, a demonstration of what can be done if we start with youngsters and work on a broader scale.

EVERY village and city could turn up some kind of conscientious John Hunt to lead in a safety school for youths. He exudes no extraordinary personal magnetism, no mystical charm over the youngsters. Indeed, they seldom see him. But he does keep youth-minded people in charge of the boys and girls, and he will not tolerate the "teachery," "sourpuss" type of instructor. His teachers are, first of all, likable; a sense of humor takes precedence over a Ph.D.; and friendly coöperation works against antagonism.

The entire city and county police, judiciary, and school systems are solidly behind John Hunt's school now, because it is curbing traffic accidents at the source. More and more, it is getting a nod of approval from John Public himself.

The World's Speediest Highway



Pennsylvania Turnpike truckers save hours in time and dollars in operating costs. Double lanes reduce passing problems for passenger cars.

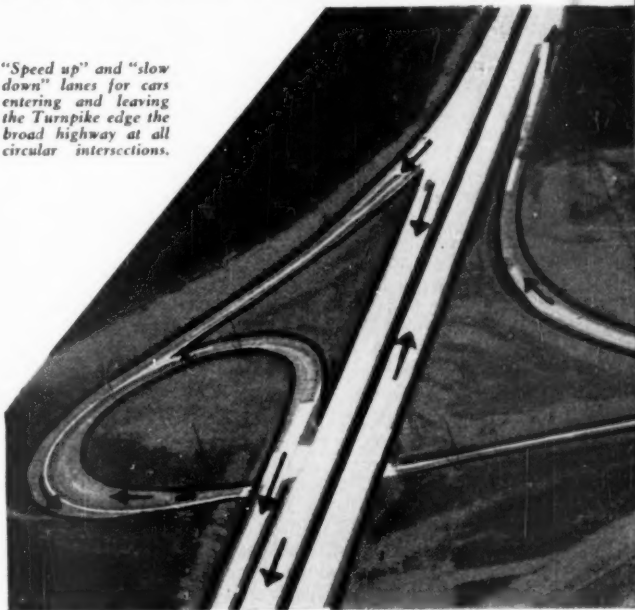
SWOOPING along at 70 miles an hour won't get you a "ticket" from State troopers on the 160-mile superhighway linking Pittsburgh and Harrisburg, Pennsylvania. In fact, dawdling is frowned on—for this is a highway built for speed *with* safety.

Slicing the Appalachians via tunnels, which eliminate risky hills and switchbacks, the Pennsylvania Turnpike was engineered to promote safe driving. Its four parkway-separated lanes make collisions and sideswipings impossible; circular approaches and exits reduce intersection smashups; curves and grades have "see-ahead" vision.

Some predicted, when the speedway was opened in 1940, that it soon would be littered with dead and dying. Actually, its death rate is 3 to 4 percent below that of rural Pennsylvania roads—making understandable projected extensions eastward to Philadelphia and westward to Ohio.

Engineering has done what it can to promote safety, but the road is not foolproof. Scenery along the route is a constant temptation, as Rotarians, zipping over it to Rotary's Convention in New York City in June, will discover. They and other motorists do well to glue their eyes to the road and leave sight-seeing to the back-seat drivers!

"Speed up" and "slow down" lanes for cars entering and leaving the Turnpike edge the broad highway at all circular intersections.



Photos: Lambert; Pa. Turnpike Commission



The old Stone House stands at Bull Run—just as in 1862 when Alexander Gardner used a primitive wet plate to take this picture.

Episode in Virginia

OUT OF TIME-YELLOWED RECORDS COMES THIS STORY OF COMPASSION FOR A WOUNDED ENEMY—AND ITS ODD SEQUEL.

By Harold Bradley Say

HAVE you motored over the red-clay hills of Virginia, where Blue and Gray grappled in the titanic struggle some call the Civil War and others the War between the States?

If the historic markers along the highway didn't stir you, then you haven't had the experience that has come to me. This particular story started with the discovery of a yellowed newspaper; for me it opened the curtains on a dramatic incident warm with the emotions that lift men above the commonplace.

There in Virginia, you will recall, North and South clashed bloodily along a willow-bordered creek called Bull Run. Two unexploded shells and one round cannon ball are still embedded in the old Stone House (alongside the

Warrenton Turnpike, U. S. Highway 211), which today looks just as it did on the fateful morning of July 21, 1861.

That morning, Federal troops under McDowell, half trained but brash, surged across Bull Run as Beauregard's Gray line gave way. The exuberant Northerners swept down Mathews Hill, past the Stone House, and started up Henry Hill. But there was Jackson, the great Confederate leader, "standing like a stone wall." The Boys in Blue broke, then fled in panic—speeded by a battery of their own guns, now trained against them. By late afternoon the Southerners captured the Stone House and found it strewn with dead and wounded Federals.

One man they did not find was Private John L. Rice—and he's

the man about whom my story pivots. Rice had been shot through the lungs and left for dead in a fence row. After two days of thirst-crazed torture, he was found by Mr. and Mrs. Amos Benson, a farmer and his wife. Although he was an enemy, they washed the flies and dirt from his bullet wound and asked for help from an overworked Confederate surgeon from near-by Sudley Church. "Hopeless," he said, and turned back to the wounded strewn on the floor.

Under an improvised shelter at the fence row, Rice lay for ten days, tenderly watched over by the Bensons. Finally he recovered, was exchanged. Before he was discharged he became a lieutenant colonel in the Union Army. When peace came, he moved to Spring-

field, Massachusetts, where he practiced law and was elected to the legislature.

Twenty-seven years after the battle, Rice made a special journey to Washington, thence out to Bull Run. He went to revisit the spot in Virginia where he had come so close to dying and to hunt up the benefactors who had saved his life. To his surprise, he found them still living on their farm—older and careworn, a little bent from toil, impoverished by the war, but still carrying on. They had a good chat. Back in Springfield, Rice told a reporter of the meeting. In a time-yellowed copy

Gray-clad Amos Benson waived war's animosity to help a wounded enemy.



of the *Springfield Republican* I discovered, Rice told of the Bensons' poverty and plight:

"They both talked freely and did not hesitate to say that, at our first meeting, they looked upon me as an enemy whom they might slay justly in combat, but to whom, as Christians, they felt it their duty to minister.

"To the insistence that I hoped to reciprocate their kindness, Mrs. Benson replied, 'If you want to do that, our little church over yonder was destroyed during the war. It has cost us a severe struggle to rebuild it and we owe \$200 on it yet—which is a heavy burden in this poor country.'"

To the interview, the *Republican's* editor added a personal plea for contributions. They poured in—from 50-cent pieces to a \$20 bill

—from the people of Springfield and near-by towns. On November 28, 1886, Rice jubilantly sent a \$235 money order to the Bensons. It was more than enough to cover their debt.

In the letter which he wrote to the Bensons, and which is still preserved in the national museum at Bull Run, Rice pointed out that 27 of the 79 contributors were Union veterans.

"They are of varying creeds and politics and of all ranks and conditions of life," he wrote, "but the message which this gift carries to you two, to Sudley Church, and to Southern people is that the givers

John L. Rice, the New Englander who befriended the Bensons 27 years later.



are all friends. And if I could be permitted the dearest wish which this incident awakens in their hearts, I believe it would be that it might dispel the last doubt, if such there still be in the minds of Southern people, of a complete and final reconciliation between the North and the South."

Rice and the Bensons have long been gone, but Sudley Church still stands in a clump of oaks in a corner of the battle field, some distance from the highway. It is not the same one that the Massachusetts money helped to build, since that was destroyed by lightning, but it stands on the same foundations.

The battle field of Bull Run is now maintained as a national shrine—a gently rolling stretch of ground dotted with markers and memorials to the men who fought so fiercely for the cause they believed right 87 years ago. It lies peacefully now. If, perchance, you motor that way to Rotary's Convention in New York City next June, tarry there a while.

May I suggest that before you climb Henry Hill and stand beside the monument to "Stonewall" Jackson you visit the museum? There look up Rice's letter to the Bensons and ponder well its meaning. It is a human document—and between its lines flow the sentiment and ideals which make men and their nations truly great!

Photos: The author



A wartime photo of Sudley Church, in use as a Confederate hospital. Donations from New England made later repairs possible, but a new edifice now replaces it.



Some 300 gift subscriptions to *Revista Rotaria* are allocated to Peru.

HELSINGFORS is a word that falls strangely on ears at Azusa in California, no doubt, and Azusa probably sounds as odd to the good folk in Finland. But Helsingfors and Azusa have been linked in a curious way.

Recently Ferdinand Alfthan, who is Rotary's Governor in war-ravaged Finland, was asked for a list of libraries and institutions which might welcome copies of our magazine, and on it was a library of Helsingfors. Rotarians in Azusa, population 5,000, learned of it.

"Put us down for Helsingfors," they promptly told the office of *THE ROTARIAN* in Chicago. And now boys and girls and men and women over in Helsingfors who read English have the opportunity each month to see *THE ROTARIAN*. It was just that simple.

Azusa's world-minded Rotarians didn't stop with Helsingfors, however. They also have subscribed for Agra University and St. Xavier's School in India; Rhodes University in Africa; a

THE WORLD:

Between Two Covers

WHEREIN A SIMPLE SUGGESTION
IS MADE FOR DOING AN INTERNATIONAL SERVICE.

By A. Z. Baker

President, American Stock Yards Association, Cleveland; Chairman, Aims and Objects Committee of Rotary International

library in Reykjavik in Iceland; and Ecole Sup. de Commerce ("high school of commerce" to me) in Rouen, France; and two individuals.

What Azusa has done to add to the world's reservoir of international understanding and goodwill is typical of what is happening in many another town in North America. They are putting to work their own impulse "to do something" about the mess in which we were left by World War II. They, too, do it by underwriting Fourth Object Subscriptions to our magazine—*THE ROTARIAN* in English and *REVISTA ROTARIA* in Spanish.

The procedure has no complications. A Rotary Club simply lets the office of the magazine in Chicago know how many \$2 annual subscriptions it wants to send. Preference may be indicated for region or country. Subscriptions are then assigned to libraries, institutions, or influential non-Rotarians from a list compiled from suggestions made by Rotary District Governors and others. The magazine is then sent with the compliments of the donor.

Originally these Fourth Object Subscriptions were started as an International Service activity for Rotary Clubs desiring to send *REVISTA ROTARIA* to Ibero-America. By popular request the project was extended to include *THE ROTARIAN* and it is now being sent as gifts to war-torn countries in Western Europe, the Near East, and Asia. Today some 7,400 Fourth Object Subscriptions to both editions are going out, chiefly from Rotary Clubs in Canada and the United States.

Most of us in the New World and the Antipodes trace our ancestry to an "old country." How better can we express our faith and confidence in the people there who, but for a chance decision of some forebear, would be our townsmen and neighbors?

Only two centuries separate me from England. My family settled in Philadelphia in the early 1700s, later swung down the valley of Virginia, thence like Daniel Boone over the mountains to

Tennessee, and finally on to Texas, where I was born. But somehow two world wars within my lifetime have tended to telescope the centuries. Today I, like many another of my countrymen, feel drawn to the people of lands where my own ancestors once lived.

What a holocaust they have experienced! Great sections of their cities are



Rotarians at Grove, Okla., U.S.A., are sending *The Rotarian* to a Shanghai library.

still heaps of rubble. What Americans consider necessities are luxuries there. Our gifts of food, as my friend Harold T. Thomas pointed out last month,* are helping to vary the monotonous diets. But just as important to the human spirit is good fare for the mind.

"The war cut us off from periodicals in English," one European wrote re-

* *'Tis More Blessed . . .* by Harold T. Thomas, of New Zealand, Chairman of the Committee on International Affairs of Rotary, in *THE ROTARIAN*, December, 1948.

cently. "We have been victims of barriers to the free exchange of ideas by the printed word and in many cases we have lost our ability to pay the cost of even the meager supply of newspapers and periodicals and cultural and technical magazines. You must understand that we who read your language are now hungry for magazines in English—especially *THE ROTARIAN* with its authentic articles and its atmosphere of hope."

What he meant by "authentic" articles, I am sure, is the long series of authoritative statements by the very men who created the United Nations and who are now making it a force in the affairs of the world. Such men, for example, as Joseph Paul-Boncour, of France; Dr. Herbert V. Evatt, of Australia; Senator Austin, of the United States; Brigadier General Carlos P. Romulo, of The Philippines; and the U. N.'s own Secretary General, Trygve Lie, of Norway.

Long before the United Nations Charter was written at San Francisco, *THE ROTARIAN* was telling of steps being taken even while the war was yet rag-

the statements he made in that article were making top headlines in your newspaper over dispatches from Paris, where he aired before the General Assembly of the United Nations the whole problem of atomic-energy control.

"The most important fact of international life today," U. S. Secretary of State Marshall recently said, "is the fact that the United Nations is a living, dynamic institution."

That is not news to Rotarians. Each issue of *THE ROTARIAN* bears down on that fact. It is what Secretary General Lie told readers last September:

"Nothing has happened to alter the truth, which everybody seemed to see at San Francisco, that it is only through a strong United Nations, enjoying the full and constant support and the respect of its members, that we can have both peace and security and all the other things which they make possible."

It is this realistic optimism, this authoritative clarification of issues with a stress on the vital importance of the rôle of individual opinion and action, which, I think, has special appeal for Rotarians and for non-Rotarians in war-burdened lands. Not all magazines bring this out, but *THE ROTARIAN* does, edited as it is for an international audience. And that is why it seems to me that any Rotary Club looking for a way to back up with action the words of Rotary's Fourth Object would do well to place our magazine where fact- and hope-hungry people may read it.

Especially appreciated by people in distressed lands are subscriptions sent as personal gifts from people they know. Here individuals who have overseas relatives or friends have a unique opportunity—and one which, I am glad to report, is being increasingly realized. Coming each month, the magazine is a 12-time reminder of goodwill and a harbinger of hope.

"At a time when the world must achieve understanding or perish," says Kent Cooper, executive director of the Associated Press, "*THE ROTARIAN* is performing an incalculable service in bringing closer the business and professional leaders of some 50 countries."

His comment is equally applicable to *REVISTA ROTARIA* and the 21 Republics of Ibero-America. When this Spanish edition was launched, just 15 years ago, it went to Rotarians only.* Through the *esperanto* of Rotary idealism it has made José of Mexico and Pablo of Argentina, 4,500 miles apart, conscious of their community of interests.

The significance of this fact was lost on me, I must confess, for several years. To me a Latin American was a Latin American—though he lived in Cuba or Chile. Gradually it dawned on me that

* For an account of how the Spanish edition was started, see *REVISTA ROTARIA: A Corsair for You*, by Clinton P. Anderson, *THE ROTARIAN* for November, 1948.

this was not the way the people "south of the border" look upon themselves. A Mexican regards an Ecuadorian as a man from another country, however friendly it might be, just as we of the United States look upon a citizen of, say, Canada or South Africa or Australia, though we speak his language.

In addition to advancing a unity of spirit among Spanish- and Portuguese-speaking Rotarians, *REVISTA ROTARIA* has also spread a knowledge of Rotary among prospective members of Rotary Clubs and in communities where Clubs have not been established. And here the Fourth Object Subscriptions to *REVISTA ROTARIA*, chiefly supplied by generous Rotarians and Rotary Clubs of the English-speaking America but also by some Rotarians and Clubs of Ibero-America, have been a vital factor.

"My deepest thanks to the Rotary Club of Mimico-New Toronto, Canada, for *REVISTA ROTARIA*," writes a lawyer in Costa Rica. His prominence is attested by the fact that a District Governor suggested that his name be put on the list of possible Fourth Object Subscription recipients because his favorable opinion of Rotary was so much to be desired.

"I await it each month anxiously," the lawyer went on. "Its articles strike to the heart of the fundamental proposition that men and ideas are universal, and knowing this we can hope for peace in this troubled world."

This is in the vein of so many re-

Publisher's Photo



This library in Helsingfors gets it—thanks to generosity of Azusa, Calif., Rotarians.

ing to organize for peace. Currently it is carrying articles by such outstanding leaders as Dr. Einstein and Sir Norman Angell, who, oftentimes, share almost in a spirit of intimacy their views with business and professional men around the globe who read *THE ROTARIAN*.

The best recent instance of this is *The Atom: A Report to the People*, by that "Eisenhower of Canada," General A. G. L. McNaughton, in the October issue. Perhaps you noticed that weeks later



Freeport, Ill., Rotarians are linked to Paris by a subscription to a school.



Rotarian H. S. Jones

OUR ROTARY MAGAZINE

*My friend, if perchance you be
A literary lover
You'll read your Rotary magazine
Beginning with the cover.
You'll find a spot of beauty there—
A natural scene or place—
Or else a Rotary character—
Some well-loved person's face.*

*And if you read with diligence
Your Rotary magazine,
Peruse from cover to cover
All the pages in between—
You'll find yourself consorting
With the great men of our day;
Made wiser, yes, and better
By the things these good men say.*

*And if you feel you'd like to know
How other peoples live,
There are eighty Rotary nations
Of whom the stories give
A feeling of acquaintance
And fellowship—and, too,
A knowledge that they're people
About like me and you.*

*And when you get to wondering
If service really pays,
Then read about the handicapped
And the easing of their ways
By friendly deeds of Rotary
In a hundred thousand places,
And wash away your doubting
In the joy of happy faces . . .
For you will find imprinted there
In many a simple story
Of kindly deeds of Rotary
Man's steppingstones to glory.*

*Or it may be you'd like to think
About this world of ours;
Just what's the chance or hope of
peace
Among the major powers?
You won't find all the answers there
For they are hard to find,
But you will find the thinking
Of many a brilliant mind. . . .*

*This good "Rotarian" is a magazine
Which everyone enjoys.
Many a story will please the wife,
Also, the girls and boys . . .
And if you hope to be informed
About Rotary, you'll need it—
But, good as it is, it can't help much
Unless you simply . . . read it.*

—Harold Smith, Rotarian
Glendale, Arizona

esponses it may be accepted as typical of the reaction of recipients who, like many of us, may put off writing letters. I know of one case that involved a Fourth Object Subscription to REVISTA ROTARIA for a non-Rotarian also in Central America. Not a word came from him, and I suspect that the donor finally gave up all hopes of hearing from him. But the magazine continued to go to him, and when one subscription ran out, another was started.

Finally he wrote. To avoid embarrassing him I shall not give his name, but what he said was this: Years ago he had lived in Spain. There he was somewhat of a public figure and was outspoken in his attack upon "alien" innovations being imposed on Castilian culture. Rotary, especially, he thought was to be resisted. He criticized it upon every occasion. Eventually he moved to the New World. With him he brought his prejudice and it was sharpened by the discovery of active Rotary Clubs in the land of his choice. Again he spoke out against Rotary.

One day a strange magazine came to him through the mails. It bore an attractive cover—but could REVISTA ROTARIA have any connection with Rotary Clubs? It did—yet, as no one was observing him, he read the copy, cover to cover. It didn't seem vicious, but obviously this was a special copy, he thought, although an accompanying note stated that he was to receive the magazine for 12 months through the courtesy of an unknown donor up north. The next issue was just as interesting and contained nothing with which to find fault.

So month after month he read REVISTA ROTARIA. He made inquiries, too, about Rotary and Rotary Clubs. Presently he had to admit to himself that he had been wrong. Like St. Paul, he saw a great light and realized that those whom he had persecuted were rather to be praised. So, being a fair-minded man, he wrote freely to admit his error.

"Before, I simply had not understood Rotary," he said. "Now I do."

I tell this story because it is a typical illustration of how our magazine acts as a "silent salesman," spreading understanding—not only of the great issues its writers discuss and clarify, but of Rotary. Too few non-Rotarians understand Rotary. Yet we who are Rotarians in North America, South America, and other favored parts of the world have an opportunity to correct that situation through our magazine.

As we give it a wider circulation through gift subscriptions to Rotarians, as well as non-Rotarians, we help to unify our own organization. Wearers of the cogged wheel are separated by District lines as well as by national frontiers and geographical distances. But reading the same magazine, we

begin to sense the unity of idealism and good neighborliness that holds us together in our unique fellowship.

January is an appropriate time to stress this wider use of our magazine, for it is now rounding out its 38th year of service. Clubs joining in celebration of "THE ROTARIAN WEEK" might well call attention to the privilege we have of promoting Rotary's Fourth Object through gift subscriptions. Club Magazine Committees will, no doubt, take the lead in this, yet it is an activity of equal interest to International Service Committees.

The usual practice is to remit through Club channels, but any individual Rotarian, if he so desires, may order gift subscriptions directly through the magazine office in Chicago. He can name the recipients or specify a country or region; otherwise the names will be allocated from the lists provided by District Governors.

Great progress has already been made in expanding our magazine's influence. Every Rotarian in the United States, Canada, and Newfoundland—some 233,000 of us—pay for subscriptions to THE ROTARIAN along with dues. In addition, they take 11,700 more subscriptions for local reading rooms, libraries, schools, and non-Rotarians, and 7,400 more to send REVISTA ROTARIA and/or THE ROTARIAN to institutions and non-Rotarians in other lands.

OUTSIDE the United States, Canada, and Newfoundland, 14,500 Rotarians subscribe for THE ROTARIAN and 20,500 more (virtually all Rotarians in Ibero-America) take REVISTA ROTARIA. The combined monthly circulation of both editions totals 303,000—which, when you stop to think of it, makes a large and a remarkably influential audience.

But if we have a good thing—and we do—we act in the spirit of Rotary as we share it with others. And it is for that reason that I, speaking as a garden-variety Rotarian no less than as Chairman of Rotary International's Aims and Objects Committee, frankly hope that during the next few months we will double the number of Fourth Object Subscriptions, especially increasing those for the distressed lands of Europe and the Near East.

If it is true that World War III can be avoided only if the peace-loving citizens of the world back up our statesmen with informed public opinion—and that is obviously true—then we have an opportunity here. We of Rotary may be able to do little to write the pattern for peace, but we can do much to provide reading matter that promotes that goodwill and understanding upon which a lasting peace must be based. How much we do will depend on our zeal and our resources. But it is important that we do what we can.



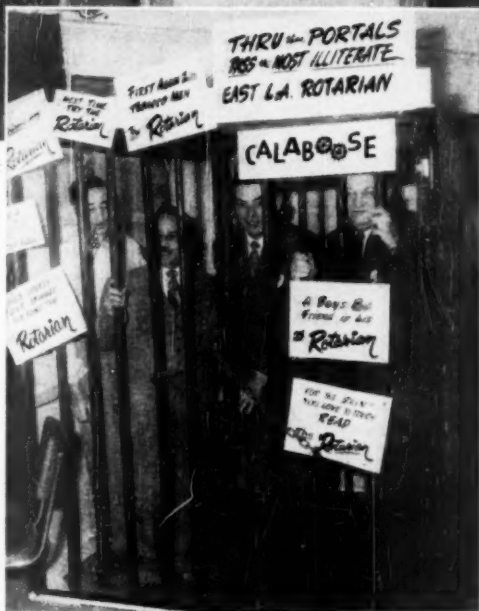
A prosecutor, bailiff, and bewigged judge (above), and calaboose (right), feature an East Los Angeles Rotary meeting.

Busy Day in a Dizzy Court

ROTARIANS of East Los Angeles, California, who hadn't read the latest issue of *THE ROTARIAN* from "kiver to kiver" would have given their luncheon stubs for a quick look at it during a recent meeting.

Club quarters had been transformed into an awesome court and an awful calaboose. One by one, members were "pinched" by the bailiff, in constable's attire, then seated beside a bewigged judge who had wiped off all traces of his luncheon-table smile.

The prosecuting attorney stepped forward, levelling charges that each defendant had failed to read articles in the latest *ROTARIAN*. A public defender pleaded for mercy, but if satisfactory answers were not forthcoming, the calaboose was. There the "jailbirds" were confined until an appropriate fine was collected. The "court fees" will buy gift subscriptions to *REVISTA ROTARIA*, Rotary's magazine in Spanish.



THE OBJECTS OF ROTARY

To encourage and foster the ideal of service as a basis of worthy enterprise, and, in particular, to encourage and foster:

(1) The development of acquaintance as an opportunity for service.

(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.

(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

This Rotary Month

News Notes from 35 East Wacker Drive, Chicago

Big Month. That describes January at Rotary's Central Office. On the 17th, President Angus S. Mitchell returns from his round-the-world Rotary air tour... On the 21st, the Nominating Committee for President for 1949-50 gathers to make its selection. ...On the 24th the Board of Directors goes into its regular January meeting. It is hoped that all 14 men who compose this administrative body will be on hand

for the five-day meeting...and the agenda will be heavy any way they look at it.

Still They Come. Rotary keeps on growing. Between last July 1 and November 24, 127 new or re-established Clubs came into Rotary International. The figure for the same period last year was 101—a comparison that speaks for itself.

Coming Soon. Now in preparation for Rotarians is a 100-and-some-page booklet on economic and social phases of the United Nations. It was conceived as a companion work to Rotary's widely read "From Here On!," a definitive booklet on the U. N. Charter which has had a distribution of more than 160,000 copies and is still selling. The new booklet takes the place of "In the Minds of Men" (now out of print) on the UNESCO Charter.

More Re: Rotary Press: "Service Is My Business," a book that brings Vocational Service down to earth, is "going great guns," was expected to hit 25,000-copy distribution by December! Syracuse, N. Y., Rotary Club buys 500 copies of "Reports on U. N." every month; it's monthly four-page sheet of crisp, objective reporting published by Rotary International. Subscription to anyone 50 cents a year; cheaper in bulk.

Paul Harris Book. Copies of "My Road to Rotary—The Story of a Boy, a Vermont Community, and Rotary," by the late Paul P. Harris, Founder of Rotary, are now ready for delivery (at prepublication price of \$4—until February 23, Rotary's anniversary), according to Chicago Rotarian Adolph Kroch (A Kroch and Son, publishers), long-time friend of Paul. This handsome volume has 318 pages and includes some 50 photos of Paul and associates from his boyhood in Vermont to his latter years at "Comely Bank," Chicago.

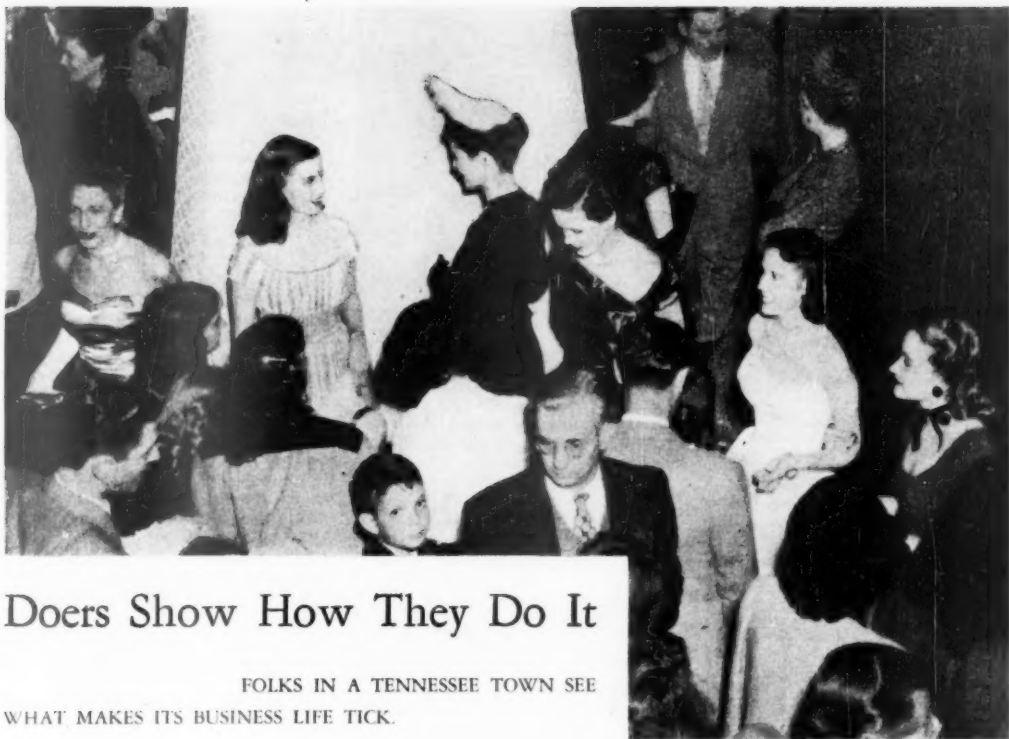
Meetings.

Nominating Committee for President	Jan. 21-22	Chicago
Board of Directors	Jan. 24-28	Chicago
Magazine Committee	Feb. 22-23	Philadelphia

Trip Off. London, England, had invited Rotary to hold its 1951 Convention there and, as reported in this page last month, General Secretary Philip Lovejoy and Convention Manager Gerald C. Keeler were to visit that city in November. London subsequently postponed its invitation to 1953, so the Lovejoy-Keeler trip was cancelled, as was a longer trip the Secretary had planned to Continental Europe.

And Speaking of Conventions! Rotary's nearest one—in New York City, June 12 through 16—may smash the all-time attendance record (14,678 paid registrations) and sanguine guessers say it could go to 20,000, or even more. Clubs in North America have On-to-New York Committees at work. A Louisiana Club may transport its entire membership to New York in a chartered plane. Brazilians, who magnificently hosted last year's reunion, say they are coming in large numbers....The U. N.'s Trygve Lie is slated as one of the headline speakers...and a spectacular program of entertainment is fast shaping up.

Vital Statistics. On November 24 there were 6,653 Rotary Clubs and an estimated 320,000 Rotarians.



Doers Show How They Do It

FOLKS IN A TENNESSEE TOWN SEE
WHAT MAKES ITS BUSINESS LIFE TICK.



Col. Palmer

MOST people are sure they know what goes on in their towns. But do they? Do they understand what happens at the mill on the hill? Have they seen the men and machines at work producing building materials, the books, the tools, and other products which mean bread and butter for the people who live up and down the streets?

Rotarians at Kingsport, Tennessee, discussed such questions and came up with a "No!" Then why not do something about it?

Out of much talk and elaborately detailed planning came a three-day industrial exposition. It packed 21,000 persons into the Civic Auditorium, all eager to see the things made and used by industry in the tri-cities area—Kingsport, Bristol, and Johnson City—in the upper east tip of Tennessee. Actually that figure should be 21,001—for my Chief said, "It's grand Vocational Service stuff! Be there!"

Colonel E. W. Palmer, a Past Director of Rotary International and head of the Kingsport Press, opened the event. There wouldn't have been such a show, he said, had not 28 local business firms and branches backed up the Rotary Club by sponsoring display booths—several of which demonstrated actual shop or mill operations.

Every one of Kingsport's 98 Rotarians was in on the job, the Colonel reported. They did the heavy planning and they did the heavy back work—even to the cleaning up after the show was over. There was some bad luck along the way, too, but the Kingsport Rotarians seemed to take that in their long stride without loss of a step. The first man appointed gen-

Eye-charming models show fabrics at their best; another exhibit demonstrates how cloth is made.



Photos: McNeer-Sprinkle; Tennessee Eastman Corp.





Scale-model rubber-tired trucks go over a papier-mâché mountain route.



The mysteries of rayon production are cleared up by life-size photographs.



Power is suggested in many ways... here by the jack-lift power tools.



This waterfall stresses the importance of coal as an electricity producer.



Visitors see the very backbone of Kingsport's industries, and carry home favorable impressions and gifts. Ladies were presented some 2,500 roses at this booth.

eral chairman was William F. Bobzein. He had just started work when he was transferred to another city. His successor, A. Carter Crymble, was getting under way when an automobile crash put him in the hospital. Then Lee George Davy sallied into the breach and beat the jinx.

Folks came by the carload to see for themselves the many industrial processes which have brought Tennessee's tri-cities to the front. One firm provided transportation for the families of its 1,200 workers, then topped off the outing with an open-pit barbecue.

Fascinated visitors looked on as a modern loom produced cloth exactly as it does in one of the mills. In a matter of 30 minutes they saw a stylist and seamstresses turn yard goods into completed garments.

All eyes were peeled for the style shows which featured six prettier-than-a-picture models from New York City. Originally scheduled for twice daily, the shows were stepped up to three and finally to four times a day.

A new appreciation for books was no doubt developed as visitors saw the various stages in the manufacture of one, from the manuscript to the bound volume.

One display turned back the pages of history. It showed the paper-manufacturing process which the Chinese invented some 2,500 years ago!

Homeowners and prospective owners were equally interested in the various building materials on display. They saw burned-clay products, the processing of cement blocks, and a new product for finishing walls. Other exhibits showed chemicals and dyes and their uses in American industry.

Many a lad with a bugle-blowing urge tried out the plastic musical instruments which were displayed by one manufacturer. Were they satisfactory? "You're darned tootin'," they said.

Among the many items displayed were lift trucks and modern conveyors, architectural supplies, model prefabricating construction, air-conditioning units, and commercial and industrial electric heating, lighting, and controls. Also seen were pumps and processing valves, hardware supplies, and modern office appliances.

"Next year it should be a five-day event," one Kingsporter declared—speaking for many, "I never dreamed that all this was going on right here in our town."

And me? You may quote me on this:

"It's a Vocational Service project almost any Rotary Club could adopt and adapt!"

—Yours, THE SCRATCHPAD MAN



Peeps at Things to Come

PRESENTED BY HILTON IRA JONES, PH.D.

■ **Auto Tops?** A new synthetic textile fiber that is just now making its appearance is the probable forerunner of new fabrics. It is poly-acrylonitrile—that is, a polymer of acrylonitrile. It has an extremely high degree of resistance to “degradation”—the weakening of fiber due to prolonged exposure to bright sunlight—which indicates its eventual use in awnings, auto tops, beach umbrellas, etc. It also is not weakened by mold or mildew and moths would never select it as a preferred diet! It shows great resistance to chemical attack, especially by acids, and can withstand high temperatures. It is not yet in commercial production.

■ **Electromotive Protector.** An old principle is now being utilized to protect automobile radiators against rust, corrosion, and scale formation. A device which fits in the neck of the radiator consists of a bar of magnesium nearly an inch in diameter and a little more than an inch in length. It is held by a silver-plated clamp and headpiece. To install the device one removes the radiator cap and drops the magnesium bar inside. Then after 500 miles or so of driving, the radiator is flushed and the metal is clean and shiny and no more rust will form.

■ **Marking Ink.** A new marking ink has been developed that resists fading, water, oils, and acids. It may be applied to metals, wood, paper, rubber, glass, leather, plastic, ceramics, or even asphalt. It is fast drying and is equally useful with manual marking devices using rubber or steel stamps or pen for freehand marking, stencilling, or spraying. It can even be thinned to be used with a pen point for fine marking.

■ **Plastic Vials.** A very transparent plastic which has definite advantages over glass, is already in wide use in packing drugs and cosmetics, as well as small tools and parts for machines. The plastic vials possess greater resiliency and durability than glass containers. They are about 70 percent lighter than glass and range in size from $\frac{3}{8}$ to $1\frac{1}{4}$ inches in diameter and from $1\frac{1}{4}$ to 6 inches in length. They are very readily handled in automatic filling equipment and are supplied with either a plug-type or a screw-type friction cap.

■ **Ball-Bearing Rolling Pin.** A rolling pin which supplies a free revolving barrel on genuine ball bearings means less work for the housewife. The barrel is made of fine hard maple, $2\frac{3}{4}$ inches in diameter by $9\frac{1}{4}$ inches in length. The overall length is the standard $17\frac{1}{4}$ inches. The enamelled handles are in a rosewood finish. It is assembled over a

solid steel shaft. This is a typical example of what science can do by applying what it knows to an item that has not been improved since the first one was made by our ancestors.

■ **Colloidal Silica.** Colloidal silica is now being produced in full-scale commercial quantities. Stable solutions with a concentration of 30 percent are now being produced. Such a high concentration of stable silica in dispersion has never before been available commercially. It is already being used in a variety of fields. It is effective in weave-setting treatments for rayon fabrics, nylon hose, and many other textile applications. It increases friction between the fibers and thereby improves the fabric stability and lessens the tendency to run. It also strengthens yarn. In addition, it is finding applications in modifying such types of aqueous solutions and emulsions where it increases the bond and film strength and water resistance of adhesives, sizes, and coatings. It also reduces objectionable stickiness or tackiness. Incorporated in aqueous wax emulsions, it markedly increases the skid resistance of waxed-floor surfaces.

■ **Sawdust Is Gold.** A new lightweight composite construction material is created from sawdust with a resinous binder. As a result, sawdust is taking on a new shape in the strong lightweight, economical replacement for lumber and woodworking construction. Combined with this resin, waste sawdust is now being low-pressure molded into a low-cost material which is already

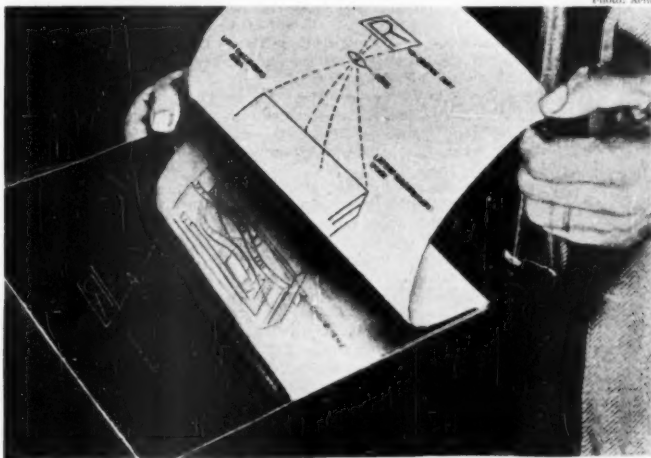
being successfully employed on some jobs that formerly used lumber. The new composition has many possibilities for industrial applications, and woodwork designers and manufacturers are enthusiastic about its utility for millwork, interior decorations, trim, and uses demanding strength and bulk plus dimensional stability. Nonwarping and nonswelling, it can be sawed, hammered, or glued, and presents a smooth, easily painted surface.

■ **Plastic Caulking.** A new type of resin-base material for caulking openings such as those between walls and bathtubs has been developed. It comes in a tube and is ideal for sealing cracks in and around washstands, shower stalls, drinking fountains, aquariums, and the like. It will also cement linoleum to a wall and keep the surface smooth and level. It has many industrial uses, such as sealing air-conditioned rooms and enclosing explosionproof motors. Based on a plasticized resin that dries by solvent evaporation, the product contains no lime, plaster of Paris, or drying oils.

■ **Fuel-Oil Cleaner.** The answer to the problem of rust deposits in oil tanks and fuel systems seems to be a product that takes the sludge into solution and makes it a burnable part of the fuel. Such a material is now on the market and it is one that meets all plant safety regulations, as it is safe to use and store and is noncorrosive and will not harm metals or working parts of the system. It stops the formation of sludge in fuel systems. It is added directly to the fuel tank in the ratio of one quart to 1,000 gallons of fuel oil, the cost being less than one-tenth of a cent a gallon of fuel oil so treated.

Letters to Dr. Jones may be addressed in care of THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1 Illinois.

Photo: Arner



Xerotyping—demonstration of a new process that uses dry powdered ink instead of liquid or paste, transferred electrostatically from the negative plate to the paper, then developed by heat to a permanent mirror-image reproduction.

Speaking of New Books—

ABOUT THE VALUE OF SOCIAL AND BUSINESS HISTORY
AND THE IMPORTANCE OF PRESERVING SUCH INFORMATION FOR POSTERITY.

I WANT to begin this department for the New Year by telling two stories—stories that I believe have a point for many Rotarians.

A few years ago I visited a small town in southern Illinois. Like most small towns, this one had a weekly newspaper—and the newspaper published there had been founded more than a century ago, had been appearing back in the days when Abraham Lincoln was a practicing lawyer in those parts, and when a certain Samuel L. Clemens had been a Mississippi River pilot. I wanted to find out whether any old files of that newspaper were still in existence. Yes, they had some old files, the present editor and owner of the paper told me. I could look at them if I wanted to, but he was afraid they were pretty dirty. And where do you suppose I

found those old flat volumes? In the coal bin—piled up in one corner, with the coal against them. Moisture had penetrated the lower volumes, and only the most careful handling would ever have made it possible to use them. Many were missing: perhaps they'd been used to start fires.

Now for my other story. It concerns a businessman in another small town, in western New York. His grandfather had started a small industry there more than a century ago, when the Erie Canal was something new. My friend was the third of the same name to conduct the business, and now he was reaching the age when he was beginning to think about retiring. Somehow he got interested in the early history of the plant—the machinery used, the wages paid, the way the products were

marketed. Most of the old record books were still preserved, and he began to study them. The further he pursued his investigations, the more interested he became. He began to collect and read books and pamphlets on the history of the period and the region, and to investigate the relation between his own plant and the development of other enterprises and of the community. He put together some of the most interesting facts he had discovered and published them in a small pamphlet, printed by the local printing office.

The little book left something to be desired in the way of typographical beauty, and perhaps a professional scholar would have found some fault with the way my friend organized his material. But the stuff he had found was interesting and valuable—and it was only a beginning. Now, retired from active administration and relieved of most of his responsibility for the business, he is enjoying his researches more than ever, and is by way of becoming the chief authority on the history of his region.

One of the best things that have happened in the whole world of books and reading in recent years, to my mind, is the recognition of the importance of social history in general, and of business history in particular. Back when I studied it in school, "history" was all about either war or politics. The things we had to try to remember were the dates of battles and the names of statesmen. Now that has changed. The conception of history is far wider and, I think, far truer. We read and study history now to find out about the life and the people of other times: how they lived, what they thought and talked about and believed—even what they wore and what games they played and what they ate for breakfast. In this way the past becomes real to us and we understand its relation to the present.

Especially is this true of the history of business and of industry. Today our best historians are studying with keen interest the business conditions and institutions of earlier generations.

All this has direct and personal application for many Rotarians. Many of us are in positions somewhat like that of my friend in western New York. Nearly all of us are related in some way



Choice Books of 1948

Looking back over the many books he read in 1948, Mr. Frederick lists ten he remembers with especial pleasure.

Service Is My Business (Rotary International, \$1). Sensible, constructive, inspiring, this is certainly the "book of the year" for Rotarians.

Golden Multitudes, by Frank Luther Mott (Macmillan, \$5). The fascinating story of American best-sellers, from colonial times to the present. Authoritative and highly enjoyable.

Canadian Spring, by Florence Page Jaques (Harper, \$3.50). A truly beautiful out-of-doors book about Western Canada.

I Saw Poland Betrayed, by Arthur Bliss Lane (Bobbs-Merrill, \$3.50). In my own thinking, the most important book about international affairs I read in 1948.

Maria: The Potter of San Ildefonso, by Alice Marriott (University of Oklahoma Press, \$3.75). The strange and dramatic story of a genius of the pueblos, told with insight and sympathy.

Among the Folks in History, by Gaar Williams (Rand, McNally, \$2). I could never grow tired of looking at these great cartoons of the horse-and-buggy days.

John Goffe's Mill, by George Woodbury (Norton, \$3). A fine personal narrative of New England community life.

The Squires Can Take It, by Ladd Haystead (Pellegriani and Cudahy, \$3.50). An indispensable book for any city man who owns or would like to own a farm—and a lot of fun to read.

Wetback, by Claud Garner* (Coward-McCann, \$2.75). A novel of warmth, dignity, and meaning—one Rotarian's valuable contribution to better understanding in American life.

Father on the Farm, by Kenneth C. Cragg (Longmans, \$2.50). Delightful stories of a man you will like to remember.

*A member of the Rotary Club of Weatherford, Texas.



Four examples of rare lacy sandwich glass, discovered in New England by antique scouts. Reviewer John T. Frederick discusses a book about the town where it was made.

to some business or institution the social history of which is important. Every store, large or small, every school, every church, every hospital, every factory, is a part of the social history of its community; and every part is important. What about that rural church where your parents used to attend services—closed now for 30 years, perhaps? Are its records still in existence? Where are they? They're a vital part of the history of that community. What about this business you're managing today? Who started it? Have the old records been preserved? Are you keeping records now that reflect the part played by the business in the community?

Many Rotarians are—perhaps unconsciously—the custodians of historical materials of positive value. Many Rotarians would find great pleasure—perhaps even a rewarding interest for prospective years of relative leisure—in the study and preservation of these materials—quite possibly, in writing about them.

For the past several weeks I have been reading, off and on, the story of American business told in the two substantial volumes of *Men, Cities and Transportation*, by Edward Chase Kirkland. Mr. Kirkland, one of America's foremost economic historians, has made a special study of New England railroads: their organization and early struggles, their financial history, and the part they have played in the economic life of the region. Richly documented and ably written, this is as thorough and satisfying an account of the subject as could be wished for. Personally I would have enjoyed a little

more emphasis on what might be called the social aspects of the railroad history—the changes in equipment, the development of modern methods of management, the wages of employees—and perhaps a little less on the complicated and often checkered financial history of the roads. But Mr. Kirkland has given attention to all these matters, and has surely produced what is as a whole one of the most important works in American economic history thus far.

A lively item on our shelf of books of business history is *Bet a Million: The Story of John W. Gates*, by Lloyd Wendt and Herman Kogan—a biographical study of a man whose career included many "deals" not unlike some of those

described by Mr. Kirkland in his history of American railroads. The Gates story—farm boy to millionaire—is full of drama, and the authors of this book have done full justice to this aspect of their subject. But the action-filled, attention-holding quality of their pages should not obscure the very substantial job of historical research on which the book is built.

Possibly some of the visitors to the next Convention of Rotary International, in New York City June 12-16, will find time for a little sight-seeing in New England. If they do, quite possibly they will visit Cape Cod, and see *Sandwich, The Town That Glass Built*, as Harriot Buxton Barbour calls it as the title of one of the most interesting books of business history I have ever read. Miss Barbour has made a thorough study of the glass industry which made Sandwich famous and "Sandwich glass" known around the world. She has succeeded in giving not only a clear and dramatic account of the processes employed and the actual appearance of the factories, but has also made vivid and highly interesting the personalities of the men most responsible for these developments. The book is most pleasingly illustrated with examples of the products of the Sandwich glassmakers. The social effects of industrial change on the town of Sandwich are admirably described. All in all, this is a fine example of writing in this field.

More recent developments in this same industry are authoritatively surveyed in *Revolution in Glassmaking*, by Warren C. Scoville. Here the great changes associated with the city of Toledo and the names of Libbey and Owens are very carefully explained, and are placed in their historical perspective in relation to the development of the whole industry. This is another fine



This is Herman Kogan, one of the two authors of the biographical study *Bet a Million: The Story of John W. Gates*.



And this is Lloyd Wendt, co-author. Their book traces the lively career of a farm boy who became a millionaire.

A Man I Admire

MORE ABOUT MEMBERS OF ROTARY'S BOARD AND MEN WHO HAVE INFLUENCED THEIR THINKING.



Low

Henry T. Low, Second Vice-President of Rotary International, is an attorney in Bulawayo, Southern Rhodesia. Charter member and Past President of the Bulawayo Rotary Club, he has served as District Governor and international Committeeman. He is a director of numerous companies and has been chairman of several welfare societies. For service as chairman of the National War Fund of Southern Rhodesia during World War II, he was made a Commander of the British Empire. He is now a member of the Government's Railway Board.

"Cecil Rhodes influenced me more than anyone," says Scottish-born Rotarian Low. "I first read about Rhodesia as a schoolboy. Then and there I determined to go to Rhodesia, but 20 years elapsed before I realized that ambition. In the interval, I met Cecil Rhodes and heard him speak. Later I joined the procession which passed his coffin."

"What attracted me to Cecil Rhodes? He was not outwardly a

religious man, but inwardly he was. He inspired the young men of Capetown with his Cape-to-Cairo dream by pointing north and urging, 'Your hinterland is there!' Perhaps I longed to follow his advice because it fitted my own youthful inclinations.

"As a man, Cecil Rhodes appealed to me because he was so very human. He possessed great qualities, but he also had his weaknesses and both were on the surface. He had great ideals and the scope of his vision was proved in the fulfillment of his dream of opening up Africa from Cairo to the Cape. He died with these words on his lips: 'So much to do, so little done.' Yet his great work in Rhodesia and the founding of the Rhodes scholarships to bring together the people of America and the British Dominion are monuments to his character.

"I find much in Rotary today which Cecil Rhodes recommended many years ago."

For an article on Africa by Director Low, turn to page 17.



Rhodes



Smith

C. Reginald Smith has been treasurer of the Union Steel Products Company of Albion, Michigan, since 1925. He also has other business and farm interests in Michigan. He was born in Niles, Michigan, attended Northwestern University, and graduated from Dartmouth College. He has belonged to the Rotary Club of Albion since 1928, is a Past President, and has served as a District Governor. For 1948-49 he is a Director of Rotary International. For seven years he has served as president of the board of education in Albion and has been active in other civic and religious organizations, including the Boy Scouts. In World War I he served in the U. S. Army.

Rotarian Smith admires George Washington as "an all-round man." Although he was an aristocrat and probably the wealthiest man of his time, he followed the dictates of his mind and espoused a cause which, had it lost, would have brought about the loss not only of his wealth, but of his very life.

"Washington was an idealist," Rotarian Smith says, "but I fear the austerity of his face, as pictured by artists, and the ludicrous effect of the cherry-tree story have spoiled his personality for many in this generation. He was a modern agriculturist and showed inventive genius. He lived in a time in which men condoned slavery, yet his labor relations were good. His slaves were not, in the way that the word is usually understood, slaves. He treated them as men.

"Washington continued to feel the call of the pressing issues of the day during the troubled times which followed the winning of the War of Independence. He could easily have retired with honor among his countrymen after his military triumphs and taken up a life of ease and private pursuit. But he yielded to the call of his people and their need and shouldered the burden of becoming the first President of the republic. He set us a precious precedent: that the job should seek the man."



Washington

example of the writing of business history.

Every business and industrial reference library—of which there are increasing numbers—and every serious student in this field will find indispensable help in Henrietta M. Larson's *Guide to Business History*. This is a classified listing of nearly 5,000 important references in business history, with concise annotations giving clearly the nature and substance of each. A full index and the admirably planned organization of the list will add to its ready usefulness.

To round out the small shelf of books in this field which we are looking at this month, I want to tell you about a notable example of the fundamentally important kind of work I spoke about at the beginning: the preservation of records and the writing of business history on the part of the men themselves responsible for a business. A century ago a young man named A. W. Lee entered the newspaper business in Iowa. The work he began was carried on by E. P. Adler. Now in nine Midwestern cities the vision and achievement of these men are expressed by the newspapers of the Lee Syndicate. The men who are actually managing these papers have joined together to produce a book which is at once a history of the newspapers themselves and of the cities in which they are published—for no business enterprise is more intimately related to the social history of its community than the newspaper. Physically *The Lee Papers—A Saga of Midwestern Journalism* is most pleasing: a big and handsome book, well bound and admirable in typographical design. The sketches which make up the volume—sketches of men and towns and newspaper offices—are competently written and make genuinely good reading. This book is a worthy record of a most important phase of the United States' Midwestern social history—a fine example of the best possibilities for what seems to me a deeply satisfying, permanently rewarding interest for businessmen.

Not every enterprise would afford material for so large a book, certainly. But every enterprise which is a part of community life—and that takes in about all of us—deserves similar interest. It can start with the preservation of old records, before it is too late. After that, the steps in the making of an appropriate history of any business or institution suggest themselves as we go along.

* * *

Men, Cities and Transportation, Edward Chase Kirkland (Harvard University Press, 2 vols., \$12.50).—*Bel a Million*, Lloyd Wendt and Herman Kogan (Bobbs-Merrill, \$3.50).—*Sandwich, The Town That Glass Built*, Harriet Buxton Harbour (Houghton, Mifflin, \$5).—*Revolution in Glassboro*, Warren C. Scoville (Harvard University Press, \$5).—*Guide to Business History*, Henrietta M. Larson (Harvard University Press, \$12).—*The Lee Papers—A Saga of Midwestern Journalism* (Star Courier Press, Kewanee, Illinois, \$7.50).



The students meet President Angus Mitchell (fourth from right), Governor G. J. Hacker (left), and Chairman G. S. Coburn (right).

Upstate New York Fêtes Overseas Scholars

A GOOD IDEA, like a good story, bears repetition! That is what 37 other Rotary Clubs of District 171 thought when they saw how famously the Rotary Club of Rochester, New York, was faring with a certain International Service project. For two years it had been providing a year's scholarship at a local college for a European student, bringing the youths into contact with American ways and student life.

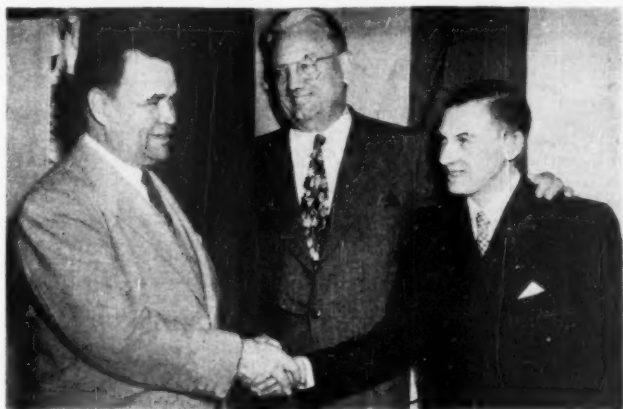
So this year, instead of *one* European student in the District, there are *five*!—the 38 Clubs having jointly set up the five scholarships. A recent intercity meeting in Rochester gave many of the New York Rotarians a chance to see how their effort was coming along for all five students attended it. Rotary's international President, Angus S. Mitchell, of Melbourne, Australia, was the main speaker. A few days earlier the young Europeans were honored at a District International Service dinner at Keuka College.

The students, their homes, and colleges are: Otto A. Hoogkamp, Veendam, The Netherlands, Genesee State Teachers College; Miss Pirkko Kivekas, Tampere, Finland, Keuka College; W. DeGroot van Embden, Heemstede,

The Netherlands, University of Rochester; and Herman J. Meyerink, Aerdenhout, The Netherlands, and Will Ed. DeVynek, Ghent, Belgium, Hobart College.

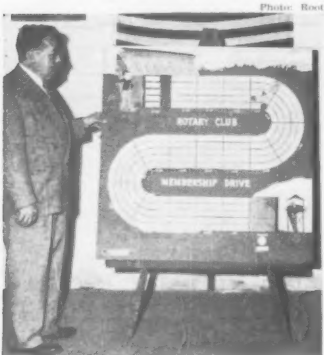


"Welcome!" says Perry Rotarian Coburn to Miss Pirkko Kivekas. Below, Leo E. Golden (left), Director of Rotary International, greets W. DeGroot van Embden while Rochester Rotary Club President Joseph I. Myler shares the feeling.





Initiation of a new Rotary Club President is quite an operation in Eaton, Ohio. Here William R. Goodheart, Jr., undergoes "surgery" at the hands of fellow members, none of whom is a doctor.



A good game can be made out of an attendance and membership contest. Here is how they score it as a "horse race" in the Allen Park, Mich., Rotary Club.



Paris, Ark., Rotarians won first prize in a recent parade when Bill Crossland drove the tractor pulling a float carrying his wheel chair. He had been a patient at the Rotary-supported Crippled Adults Hospital, located in Memphis, Tenn.



Rotary Reporter

BRIEF ITEMS ON CLUB ACTIVITIES AROUND THE WORLD.

To Hold Pageant in Warkworth

Even before it had received its charter, the Rotary Club of WARKWORTH, ENGLAND, began laying plans to brighten the week-end during the bank holiday next August. An extensive historical pageant will be presented in Warkworth Castle that week, but plans did not call for a Sunday performance. From a member of the Rotary Club of GOSFORTH, ENGLAND, who is handling the pageant, WARKWORTH Rotarians learned that one of his plays with a definite bend on the tenets of Rotary could be produced by the cast which appeared in its premier performance a couple of years ago.

Palo Alto Picnic Stanford Students

A group of 55 Stanford University students from overseas were fêted at a recent picnic by the Rotary Club of PALO ALTO, CALIF. It was the first of a series of affairs planned for the students, who responded by inviting the hosts to attend a meeting of their campus club.

Isalmi Rotarians Studying English

Almost all the members of the Rotary Club of ISALMI, FINLAND, are now studying English by radio and the "Nature method." Intentions are to establish a course in the subject in the town, with a special teacher. One reason for the interest in the language is the desire of members to write letters of thanks for CARE parcels they have received.

Rotary Rotates in Bacolod ...

Rotary now means "rotate" in BACOLOD, THE PHILIPPINES, but in a different manner from what it did in the early days of "Old Number One," the Rotary Club of CHICAGO, ILL. CHICAGO Rotarians used to meet in each other's

place of business, while the BACOLOD members change from one hotel or club to another.

Indians Studied in South Africa

Four recent meetings of the Rotary Club of JOHANNESBURG, UNION OF SOUTH AFRICA, were devoted to a question important to the people of its nation—the Indian population in South Africa.

Planting Theory Proved Wrong

Rotarians of MOULMEIN, BURMA, are striving to improve the lot of farmers of their region. For one thing, they have proved that groundnuts can be grown during the monsoon period—a fact previously believed impossible. Sample plantings thus grown were proudly displayed at a recent Club meeting. This, it is believed, will encourage further cultivation of the crop.

Latin America Needs Reviewed

The Rotary, Lions, and Kiwanis Clubs of NEW SMYRNA BEACH, FLA., recently held a joint meeting honoring General Fulgencio Batista, former President of the Republic of Cuba. Speaking on "What Is Needed for Latin-American Progress?" he outlined a six-point program: gradual industrialization on modern lines, full use of each country's natural resources, compulsory public education, loans and subsidies to small farmers, establishment of a vast plan of public sanitation and hospitals and free clinics, and higher wage scale and unemployment insurance.

Belgians, Dutch Study Benelux

Rotarians from 17 towns in The Netherlands recently crossed the border to KEERBERGEN, BELGIUM, where they were joined by Rotarians from 15 Belgian communities for a study of Benelux, the recently formed customs union composed of Belgium, The Netherlands, and Luxembourg. They discussed such matters as the lowering of subsidies, the abolition of rationing,

A Rotary-inspired 50-bed hospital will soon serve Meyersdale, Pa. Baritone John Charles Thomas (right) recently gave a benefit concert and handed his \$2,500 check to Rotarian W. D. Baker.



the equalizing of excise taxes, and other fiscal matters. In all 45 Rotarians and two Benelux officials participated.

Texas Rotarians Go across Border

Like Rotarians in many another Club, those of VICTORIA, TEX., have found that one of the most effective ways of furthering Rotary's Fourth Object is to travel. On two trips into Mexico during the past year they have attended a total of ten meetings, and feel that every one of them was well worth the time and trouble—if such pleasure could be called "trouble." On the most recent excursion 14 VICTORIA Rotarians and five others, from EDNA, AUSTWELL-TIVOLI, SAN DIEGO, and LAREDO, TEX., attended meetings in CUIDAD, VICTORIA, MEXICO CITY, CUERNAVACA, TAXCO, and VALLES, MEXICO. The goodwillers were guests of the MEXICO CITY Club at the same time as Rotary's international President, Angus S. Mitchell, of Melbourne, Australia.

Overseas Gifts Make Friends

When PAWUSKA, OKLA., Rotarians decided that they should contact a European Rotary Club of a size similar to their own, they picked LIMOGES, FRANCE. Instead of sending gifts indiscriminately, they decided to send a token parcel, along with an inquiry to see in what way the most good could be accomplished. What did the token shipment contain? Six dozen pair of hose and four dozen pencils.

International Service and Vocational Service are being combined in a practical way by Rotarians of GREAT BARRINGTON, MASS. They bring their favorite trade or professional journals to the meeting, pack them up, and send them to English-speaking Rotary Clubs in other nations, with the request that they be distributed appropriately. . . . Rotarians of CUSHING, OKLA., are writing letters of self-introduction and international interest to Rotarians of the same classification in Rotary Clubs of other lands.

BELL, CALIF., Rotarians sent pencils to a school in Yugoslavia several months ago, and have received a letter of appreciation from the teacher. In part, it read: "When I told the children that they were going to receive pencils, they were overjoyed. . . . The children loved and appreciated the pencils. Everyone outside of school that had seen the pencils admired them. We thought it was very lovely that on the pencils was inscribed the words 'Regards from America.' . . ."

These Rotarians Go a-Visiting . . .

Wherever or whenever they are held, intercity meetings build friendships—old and new. Recently, for example, a group of NEW ORLEANS, LA., Rotarians and their wives—there were 14 in the party—flew to MÉRIDA, MEXICO (see cut), for a busy week of friendly visitation. They were taken to view the many historic points of interest in the host city. Giving Méridans an invitation to come to NEW ORLEANS, the guests presented a "golden key" to their city. . . . Said to be the "biggest



Fun and food featured the recent Ruritan-Rotary fellowship day held in Staunton, Va. Dr. C. E. Myers, President of Ruritan National, is addressing the audience.



Rotarians and other interested persons watch ground-breaking ceremonies for the foundation of the new crippled-children rehabilitation center in Pueblo, Colo.



Students from five nations are being sponsored at a local college by South Gate, Calif., Rotarians. Here they pose with Club President Stephen A. Compas (third from left), George T. Scott, and Past District Governor Hugh M. Tmer (fourth from the right).



Bon voyage! This smiling group of New Orleans, La., Rotarians and their ladies recently Clippered to Mérida, Mexico, to visit Rotarians there (also see item).



Schuylkill Haven, Pa., Rotarians observed "Pennsylvania Week" by having an exhibit of products they make, sell, or raise. Here several of them admire some farm produce. (For a similar event read about the Kingsport, Tenn., exposition, page 37.)

Photo: Lancy



Since Wenatchee, Wash., claims to be the apple capital of the world, Rotarians of District 103 were not surprised to see their place cards apple-shaped at the recent intercity gathering held in their city. Among the dignitaries at the speaker's table in the background is District Governor Alfred W. Carlson (at speaker's desk).

Photo: Rotarian J. J. Siemmetz



Rotarians often have a hand in the making of Scout history, as was the case in Sarasota, Fla., when four members of the Rotary-sponsored troop received their Eagle awards simultaneously. Here Club President Arthur Esthus is shown making the awards while Martin O'Neill, Jr. (left), Scoutmaster and Club Secretary, watches.

night" in NEVADA, Mo. Rotary history was the recent inter-State, inter-District, and intercity ladies' night meeting. Among the 220 persons present were Rotarians and their ladies from BUTLER, EL DORADO SPRINGS, and LAMAR, Mo., and FORT SCOTT, KANS., and 14 college girls whose fathers are Rotarians. . . . Rotarians of District 177-A also recently held a rousing intercity meeting in HAZELTON, PA.

City's, Club's Histories Alike

As in other communities, the history of the Rotary Club of LITTLE ROCK, ARK., has been closely associated with the history of the town. A recent story in the local press pointed out that various projects and activities which are now taken pretty much for granted in the community had their beginnings at the Rotary Club. To name a few: the Associated Charities of LITTLE ROCK was the probable forerunner of the present Community Chest; the YWCA was an outgrowth of Rotary interest; a boys' band was the forerunner of the present high-school band. The Club is credited with organizing the first Institute of International Understanding, in 1933.

18 More Clubs Celebrate 25th

Silver anniversaries will be observed by these 18 Rotary Clubs during January: Compton, Calif.; Cooperstown, N. Y.; Johnston City, Ill.; Geneva, Ohio; Perry, N. Y.; Mount Olive, N. C.; Meyersdale, Pa.; Los Gatos, Calif.; Paso Robles, Calif.; Schuylkill Haven, Pa.; Monticello, N. Y.; Mercer, Pa.; San Mateo, Calif.; Maywood, Ill.; Cedar Falls, Iowa; Santa Fe, N. Mex.; Neligh, Nebr.; Bowmanville, Ont., Canada.

Two charter members were honored guests at a recent meeting of the Rotary Club of DOTHAN, ALA., at which it celebrated its 30th anniversary.

Will R. Manier, Jr., of NASHVILLE, TENN., a Past President of Rotary International, who as District Governor in 1923 presented charters to the Rotary Clubs of GEORGETOWN, MAYSVILLE, PARIS, CYNTHIANA, and HARRISBURG, KY., was the main speaker at the recent joint intercity silver-anniversary meeting of the five Clubs.

Kiwanians Fêted on 25th Birthday

Friendly competition and rivalry between the Rotary and Kiwanis Clubs in ST. AUGUSTINE, FLA., the oldest city in the United States, often reach fever pitch. Rotarian guests of Kiwanis and Kiwanian guests of Rotary have always come in for more than their share of dining-room ribbing. However, when the Kiwanis Club observed its recent silver anniversary, the Rotary Club was the banquet sponsor.

Meanest Thief Steals Chair

It was "blue Monday" indeed for a 15-year-old crippled girl in TORONTO, ONT., CANADA, when she emerged from her home recently to attend her high-school graduation exercises, only to find that her means of locomotion, a wheel chair given to her by

the Toronto Rotary Club six years ago, had been stolen. The Club announced at once that the chair would be replaced if not found.

Happier Children in Ibero-America

Here are recent typical reports of what Rotary Clubs in Ibero-America are doing to improve the lot of children in their respective communities: In COBO, VENEZUELA, a "cradle home" will soon be completed by Rotarians. . . . PUNTA CARDÓN, VENEZUELA, Rotarians have established a clinic for poor children in a near-by oil region. They also provide milk for the school children of their city. . . . Approximately 1,600 children benefited recently when Rotarians of ASUNCIÓN, PARAGUAY, celebrated "Children's Week." Clothing and food were distributed at several benefit centers. . . . The RIVERA, URUGUAY, and LIVRAMENTO, BRAZIL, Rotary Clubs recently displayed international cooperation and community spirit by combining forces to create a school for crippled children.

A children's dining room has been established by the Rotary Club of NUEVA PALMIRA, URUGUAY, for the benefit of school children who do not receive adequate nourishment at home. . . . A blood and plasma bank has been established by the Rotary Club of ROCHA, URUGUAY. . . . Rotarians of MARACAIBO, VENEZUELA, recently dedicated a meeting to the Nurses School of the Venezuela Red Cross, inviting the school's graduating class to be guests and presenting prizes to two graduates for outstanding accomplishments. . . . Today 130 youngsters receive food and care at the nursery recently installed by the Rotary Club of GUADALAJARA, Mexico.

Enough money was recently collected by Rotarians of LISBON, PORTUGAL, for their "Paul Harris Fund" to purchase four cows which were given to the Infant Welfare Association of their city.

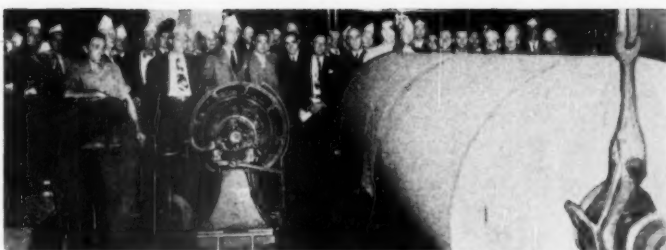
No Tampering in Tampa Polls!

Thanks to the Presidents' Roundtable, composed of heads of local civic clubs through the Initiative of the Rotary Club, "tamperproof" elections are now held in TAMPA, FLA., and surrounding Hillsborough County. Voting machines have been installed and election boards created to assure honest voting and counting. Members volunteer their services as election officers or deputy sheriffs at the polls, helping even more to obtain and maintain cleaner and better government.

Sort of Sports Department

Dressed in vari-colored bloomers and green and white sweaters, a baseball team of Rotarians fought it out with a Kiwanis team in shorts at NELSON, B. C., CANADA, several weeks ago. Both sides claimed victory in the game in which all sorts of tricks were used—including use of a hinged bat. The real winner, though, was a hockey club—which received the proceeds.

Three RAMONA, CALIF., Rotarians were on the softball team which recently won the championship of the Escondido



What are the steps in the manufacture of paper? Rotarians of Manistec, Mich., can tell you, for they recently met at a local paper mill and learned all the answers.



Here's an effective example of Community Service in action! The Rotary Club of Easton, Md., provided the ambulance which is pictured here with Rotarians and fire-department and hospital officials. Plans call for a new machine every five years.

Photos: O'Brien



"Sold!" cries the auctioneer as Waukesha, Wis., Rotarians hold an auction of useful but unused materials collected in their community, realizing \$2,700 for their Club projects. That day their ladies held a rummage and bakery sale, too.

Photos: U. S. Navy



Observing Navy Day was easy for Annapolis, Md., Rotarians. They invited guests from the U. S. Naval Academy, including Rear Admiral James L. Holloway (center), and Captain Wilson D. Leggett. District Governor Harry Arnold is shown at the left.



Photo: Potter

Fitting the golden wedding of Tom Hover, Lamar, Colo., Rotarians put on a womanless wedding. The ring was carried to the soapweed-strewn altar on a lamb's tail.



Rotary Clubs may ponder the problem of how to greet the District Governor. This is the way Decatur, Ill., solved it. Committees were seated at labelled tables.



"Bridges Built across the Bay" is the way Towson, Md., Rotarians speak of their intercity visit made by air to the Salisbury, Md., Club across Chesapeake Bay.

Photo: Martin



More than 8,000 bags of material were collected in the Terre Haute, Ind., Goodwill Industries drive sponsored by the Rotary Club. Here members inspect the plant.

Night Soft Ball Association. The RAMONA Rotary Club honored the team at a dinner dance. . . . Rotarians in SCHUYLKILL HAVEN, PA., are promoting an outdoor ice rink for their community. . . . An enlarged athletic field is being built for the local school as a result of a project initiated by the Rotary Club of ROCKAWAY, N. J. . . . A beach was recently built by Rotarians of ALEXANDRIA, MINN., at a near-by lake. The Club will supervise a much-needed activity, with the approval of city and civic groups. . . . LOGAN, OHIO, Rotarians are completing a 21-acre recreation center project at an expenditure of approximately \$5,000. . . . A much-needed recreation center is being built in HENDERSON, KY., by the local Rotary Club. . . . CHOWCHILLA, CALIF., Rotarians did much of the pick-and-shovel work on the new community swimming pool it is sponsoring, with the assistance of other service clubs.

Bellingham Has Water 'Lubbers'

BELLINGHAM, WASH., Rotarians have learned to love the

water—and well they should, for every year the Club takes a cruise. The most recent affair was attended nearly 100 percent, as 95 members were transported in seven cruisers to an island in Puget Sound, where a fried-chicken dinner "on the house" awaited them. The party this year was in the nature of a reward for the work the members did as hosts to their District Conference.

'Tyrotars' Give Rotarian Reviews

High-school youths who attend meetings of the Rotary Club of THREE RIVERS, MICH.—they are known as "Tyrotars"—have a better-than-average knowledge and understanding of THE ROTARIAN Magazine. The reason is that they read it and then give reports on the articles at Rotary meetings.

Add 18 More Clubs to Roster

Congratulations are due 18 more Rotary Clubs, 17 newly organized and one readmitted. They are

(with sponsors in parentheses): Lujan (Maipú), Argentina; Progreso (Mérida), Mexico; Sparks (Reno), Nev.; Dilworth [Charlotte] (Charlotte), N. C.; Ferrara, Italy; Eltham (Stratford), New Zealand; Tunja, Colombia (reorganized); Sogamoso (Bogotá), Colombia; Pollocksville (Maysville and Trenton), N. C.; Tranas, Sweden; Sedan, France; Salo, Finland; Narrogin (Fremantle), Australia; Caçador (Itajaí), Brazil; Jaraquá (Anápolis), Brazil; Piracanjuba (Anápolis), Brazil; Southington (New Britain), Conn.; West Salem (La Crosse), Wis.

The Sweet Potato Queen Attended!

The Rotary Clubs of Aroostook County co-operated in making the recent Potato Blossom Festival in VAN BUREN, ME., an outstanding success by entering an attractive Rotary float in the festival parade. Proof of its pulling power is the fact that many Canadians attended the affair, and the guest of honor was none other than the "Sweet-Potato Queen" of Louisiana.

Meet 93 Two-Generation Wearers of the Wheel!

"LIKE father, like son" is an oft-used expression oftentimes applicable Rotary-wise. Of the 93 cases in point, 34 hold membership in the Rotary Club of Wichita, Kans., 24 belong to the Club in St. Paul, Minn., and 16 are Seattle, Wash., Rotarians. In each instance the father's photo appears first.

(1) William C. Coleman, (2) Sheldon Coleman, (3) Clarence W. Coleman, and (4) Lyman Stinyard—all of Wichita, Kans. (5) Ellsworth Stinyard, Mexico City, Mexico. (6) Robert E. Israel, Sr., (7) Robert E. Israel, Jr., (8) Walter L. Love, (9) Robert D. Love, (10) Harland W. Cardwell, Sr., (11) Harland W. Cardwell, Jr., (12) Arthur R. Brasted, (13) Kenneth P. Brasted, (14) O. Jay Eastman, (15) Kenneth G. Eastman, (16) Mert T. Buckley, (17) Duane J. Buckley, (18) John W. Gerhardt, (19) L. Doyle Gerhardt, (20) Max M. Levand, (21) Elliott A. Levand, (22) Gifford M. Booth, Sr., (23) Gifford M. Booth, Jr., (24) Davis S. Jackman, Sr., (25) David S. Jackman, Jr., (26) Will G. Price, Sr., (27) Will G. Price, Jr., (28) Dale A. Resing, (29) Robert Dale Resing, (30) Richard E. Black, (31) Charles N. Black, (32) B. C. Whitney, (33) Harold B.

Whitney, (34) M. E. Garrison, Sr., and (35) M. Elmer Garrison, Jr.—all of Wichita, Kans.

(36) William L. McElroy, Bessemer, Ala. (His father, Bryan M. McElroy, is also a member of the Club, but his photo was not available.)

(37) William J. S. Herbert, and (38) William L. Herbert—both of Orrville, Ohio; (39) Manuel Garcia, (40) Dr. Eduardo J. Garcia, and (41) Ramiro J. Garcia—all of Bacolod, The Philippines; (42) Kalil Helo, and (43) Sahid Helo—both of Crowley, La.

(44) Truman Gill, (45) Truman Gill, Jr., and (46) Lamar Gill—all of Beeville, Tex.

(47) Otto R. Rabel, (48) Irvine B. Rabel, (49) J. W. Watson, (50) William Kendall Watson, (51) William Anderson, (52) Charles M. Anderson, (53) Archie G. Taft, (54) Archie G. Taft, Jr., (55) Harold O. Stone, (56) Loren B. Stone, (57) Orlo B. Kellogg, (58) Martin V. Kellogg, (59) Thad R. Perry, (60) John H. Perry, (61) Edward H. Flohr, and (62) Carlos Flohr—all of Seattle, Wash.

(63) Samuel E. Briggs, Chicago, Ill., and (64) Joseph Briggs, Springerville, Ariz.; (65) William I. Thoma, and (66) Arthur Clive Thoma—both of Geelong, Australia.

(67) Leon V. Madsen, (68) William G. Madsen, (69) Anthony Friedmann, (70) Bert J. Friedmann, (71) Dr. Edward Schons, (72) William E. Schons, (73) Stuart L. Cameron, Sr., (74) Stuart L. Cameron, Jr., (75) Theodore H. Van, (76) Howard M. Van, (77) Harry L. Willson—all of St. Paul, Minn. (78) Stuart V. Willson, Fairbault, Minn.

(79) Joseph L. Shiely, Sr., (80) Joseph L. Shiely, Jr., (81) James F. Shiely, (82) Hubert W. White, Sr., (83) Hubert W. White, Jr., (84) Val J. Mullery, (85) Charles W. Mullery—all of St. Paul, Minn.

(86) Joseph G. Ray, Rock Island, Ill.

(87) Reid H. Ray, (88) Howard J. Seesel, Sr., (89) Howard J. Seesel, Jr., (90) William J. Hickey, Sr., (91) William J. Hickey, Jr., (92) Norman T. Mears—all of St. Paul, Minn.

(93) Dr. Robert F. Mears, Northfield, Minn.



Photos: (47, 50, 54, 55) Grady; (48, 52, 60, 61) Kenneth-Elfin; (32) Harcock; (62) McElroy and Anderson



This pig made news in Alamosa, Colo., when it helped the Rotary Club raise \$132 for Club projects. Two men, T. M. Curtis (right) and C. P. Rex (left), refused to accept it, then Henry Lague (center) of Monte Vista, took it home.



Frederick, Md., Rotarians conceived the idea of a commemorative stamp to honor Francis Scott Key, composer of the U. S. anthem. They helped sell stamps and held dedication at his grave.



Reader interest? Yes, the San Fernando, Calif., Rotahub has us. Here Club members are shown devouring a special issue, disguised as a copy of a local daily, as a part of the observation of National Newspaper Week. A newsman spoke that day.

Scratchpaddings

WHAT ROTARIANS ARE DOING

SALUTES ROTARY. A salute to Rotary was made by EDDIE CANTOR, star of stage, screen, and radio, on his radio show December 3. Among other things, he said, "Rotary works to encourage and foster the advancement of goodwill, understanding, and friendship, not only among its own members, but among all the peoples of the world. To attain its ideal of service to humanity, Rotary seeks all that which brings people together and it avoids all which separates them. . . ."

Hobbyist. The December issue of *Coronet* magazine carries an article entitled *Where Hobbies Build New Lives*, describing the Universal School of Handicrafts in New York, N. Y., which was founded by EDWARD T. HALL, a member of the New York Rotary Club. Young and old, rich and poor, the crippled and able bodied work side by side in this school, discovering the joys of working with their hands—making pottery, purses, etc.

Rations. Much has been written about the food ration of Britons today, so HAROLD MOYLE, a Rotarian of Smethwick, England, was prompted to come forth with a report on the latest allotments. "We are allowed," he writes, "8 ounces of sugar and a shilling's worth of meat each week, and 2 ounces of bacon—which will be reduced to 1 ounce very shortly." Other weekly rations include butter, 2½ ounces; margarine, 4 ounces; cooking fat, 1 ounce—shortly to be increased to 2; tea, 2 ounces; cheese, 2 ounces; candies, 3 ounces; preserves and marmalades, 4 ounces—shortly to be freed; and soap, 4 ounces.

Three Threes. When ROTARIAN AND MRS. W. G. VORPE, of Cleveland, Ohio, recently observed their golden wedding

anniversary, one of the affairs honoring the occasion was a family dinner attended by their three children and three grandchildren. There are three great-grandchildren too, but they weren't included, being a bit too young to "appreciate such a performance," according to GREAT-GRANDFATHER VORPE.

125 Per. LEROY KEMPER, JR., of Kokomo, Ind., takes his Rotary attendance in stride. Not at the usual rate of one meeting a week, either. Since becoming a Rotarian about four years ago he has averaged 125 meetings a year.

Rotarian Honors. GABRIEL GONZÁLEZ VIDELA, President of the Republic of Chile, is now an honorary member of the Rotary Club of Santiago, Chile. . . . H. KIRKE BECKER, of Chicago, Ill., is the newly elected president of the Packaging Machinery Manufacturers Institute. . . .

A bronze plaque was recently presented to DR. JOHN E. SULLIVAN, of Covington, Ky., in recognition of his services as the founder of the Kentucky Crippled Children's Society. . . . DR. CHRISTIAN H. AALL, now a field research technologist in Columbia, Tenn., was recently awarded the Medal of Freedom by the United States Army for services in World War II. A native of Oslo, Norway, he was a lieutenant colonel in the Norwegian Army, in charge of calcium-carbide production, when enemy occupation made it necessary for him to stay underground for nearly a year. . . . JOSEPH M. MARKLEY, Secretary of the Rotary Club of Canton, Ohio, since 1921, was recently presented with the coveted Canton Chamber of Commerce annual award for civic



Sullivan



In 1945 Rockwood, Mich., Rotarians raised \$1,735 for Myron Valiquette, war amputee. Today he's a Rotarian.



Traver F. Smith (right), of the Rotary Club of Cuyahoga Falls, Ohio, presents a plaque on behalf of his supply company to Robert Prange, in recognition of his accomplishments in 4-H work.



When Rotary's international President, Angus S. Mitchell (center), visited in Corpus Christi, Tex., recently, he had a chat with old acquaintances Edwin F. Flato (left) and Glover Johns.

achievement. He served Rotary as a District Governor in 1928-29. . . . Upon his recent retirement as general secretary of the local YMCA, R. H. SWAINSON, O.B.E., of Bristol, England, was presented with an illuminated address and a check to which nearly 350 persons subscribed. He had served since 1937. . . . ROBERT L. BROWNE, of Lafayette, La., was recently elected commander of the Louisiana Department of the American Legion.

Franz Lehar. Press accounts of the recent death of FRANZ LEHAR, composer of *The Merry Widow* and other famous operettas, recalled that he was a member of the former Rotary Club of Vienna, Austria. One New York paper noted that "Although he appeared conservatively dressed at Rotary Club luncheons, sang Club tunes, and wore a large button with his name on it for the sake of gregariousness, he continued to be a musical factory. . . ."

Man of Year. C. HAMILTON MOSES, of Little Rock, Ark., a Past District Governor of Rotary International, has been selected by the editors of *Dirie Business* as the South's "Man of the Year" for 1948. He was chosen for distinguished service to the South in advancing his State economically and industrially through his nationally publicized "Arkansas Plan." In 1947 the award went to ROTARIAN JAMES McDONALD COMER, of Birmingham, Ala., and in 1946, THOMAS W. MARTIN, also a Birmingham Rotarian, was so honored. Incidentally, ROTARIAN

COMER was recently the recipient of a plaque for his distinguished contribution toward religious tolerance in Birmingham and Alabama.

Parable Repeated. Readers of THE ROTARIAN who heard RADIO COMMENTATOR PAUL GIBSON on his morning broadcast October 28 heard a familiar story. He quoted the parable which RICHARD C. HEDKE, of Detroit, Mich., Past President of Rotary International, used in an article (*Nations Are People*) in the March, 1947, issue, describing a man's ascent from hell on a single thread, with others trying to climb up after him.

Good Mark. When it comes to Rotary attendance, E. L. BOUDREAU, of Marks, Miss., recently set a "make-up" mark that shouldn't be too easily beaten. On a recent trip he attended Rotary meetings on successive days in St. Louis, Mo.; Constantine, Mich.; Chatham, Ont., Canada; Hamilton, Ont.; and Coburg, Ont. He also attended several Club meetings in and around Albany, N. Y., and was given a prize when he visited the Alexandria, Va., Club.

Clicks Again. MAZHER S. MASTER, a member of the Rotary Club of Karachi, Pakistan, was an honorable-mention winner in the 1948 Photo Contest sponsored by THE ROTARIAN. Now comes word that he has received a first prize in the 1948 annual competition of the Photographic Society of America.

—THE SCRATCHPAD MAN



The late evangelist "Billy" Sunday was in Rotary uniform for a ball game between the Rotary Clubs of Kansas City, Mo., and Kansas City, Kans., in 1916. The photo is a souvenir of James R. Russell, now a member of the Santa Monica, Calif., Club.

Looking Back 25 Years

What were Rotarians doing, thinking, and reading back in January, 1924? A glance at THE ROTARIAN for that month gives these clues: Umekichi Yoneyama, a Past President of the Rotary



Yoneyama and Perry

Club of Tokyo, who headed the Committee disbursing the Rotary Relief Fund—for sufferers in the Japanese earthquake—visited the Central Offices of Rotary International, and was photographed with Chesley R. Perry, then Secretary.

* * *

Guy Gundaker, President of Rotary International, and other Rotary officials attended special ceremonies in Racine, Wisconsin, at which a tablet was unveiled proclaiming that Paul P. Harris, Founder of the movement, was born there.

* * *

What Is the Real Mission of Rotary? was an article by William Moffatt, of Yorkshire, England. He concluded:

"Rotary is more than a luncheon club; more than a pleasant fellowship; more than a charitable organization; more than a Boys Work movement. It is a way of life; an attitude of mind; a posture of the soul. It is a new voice in the world of business; it is a call to representative men to reshape the modern world on a straighter, sweeter, more merciful, and more humanistic line."

* * *

In the *Unusual Stories of Unusual Men* series was told the story of the Eberhardt brothers—Charles, Henry, Frank, Fred, and John—of Salina, Kansas.

Looking at Movies

[Continued from page 11]

in meaning and suspense from every scene. **M, Y**

The Gallant Blade (Columbia). Marguerite Chapman, Victor Jory, Larry Parks. *Melodrama*, in cinecolor, with actors dressed up very fancily in 17th Century costumes, posing self-consciously and frequently breaking into rather ridiculous sword play as they try to tell how a group of dashing French adventurers foil their military leaders' plot to plunge the country into unnecessary war to take the people's minds off domestic ills. A *stilted pageant* offered as escapist fare for those with time to kill. **M, Y**

★ **Hamlet** (Two Cities—British). Felix Aylmer, Eileen Herlie, Laurence Olivier, Jean Simmons. Producer and director: Laurence Olivier. *Drama*. Shakespeare's play presented with emphasis on the tragedy as that of a man who "could not make up his mind." Editing of text by eliminating certain characters and scenes to fit playing time has not done it injury. Bleakness of setting, costumes key in with somber theme, and effective music enhances every scene. Meticulous performances even of minor parts and clear, intelligent reading of all passages make the famous tragedy moving, significant for those acquainted or unacquainted with the original. A laudable venture. **M, Y**

★ **Johanny Belinda** (20th-Century Fox). Lew Ayres, Charles Bickford, Agnes Moorehead, Jane Wyman. Director: Jean Negulesco. *Drama* set in bleak Nova Scotian farming community, where a misunderstood, subdued, neglected deaf mute is awakened to interest in life when patient new doctor devotes himself to teaching her sign language, arousing her latent intelligence. When she suffers relapse after the town bully rapes her, he persists in his treatment; comes to her aid when, driven by fear for her child, she kills her tormentor; is rewarded when she again responds to loving care.

Although the final melodramatic passages detract somewhat, film is distinguished by such sensitive, real performances as Hollywood seldom offers. To the sense of reality the carefully defined setting adds impressively. Authenticity of sign-language sequences is attested to by the enthusiastic response of a group of deaf mutes who viewed the film. **M, Y**

June Bride (Warner). Bette Davis, Fay Bainter, Betty Lynn, Robert Montgomery, Tom Tully. *Comedy*. The sophisticated staff of *Home Life*, big-circulation monthly, journeys to a small town in February to make over a "typical" family, so it may feature a

"*Home Life* Brings You a June Wedding" issue the following Summer. The result is part subtle satire on such circulation-building projects, part genuine merriment, part rather strained sentimentality. The on-again, off-again romance between the hard-boiled lady editor and the once-fired foreign correspondent who reluctantly agrees to write up the feature provides half the plot.

Women probably won't appreciate the final scene in which the lady knuckles down completely, nor the enforced "slimming" to which the small-town housewife is subjected, but they too will get a lot of laughs out of the proceedings. **M, Y**

Let's Live a Little (Eagle Lion). Robert Cummings, Hedy Lamarr, Anna Sten. *Comedy*. In its early scenes, which attempt a satire on the "big executive" complex of a harried advertising man forced to pretend romantic interest in a cosmetic-firm head in order to land her account, there are some good laughs. But when things are complicated by the efforts of a lady psychiatrist to straighten out the gentleman's quirks, only to find herself taking them on, things bog down.

Slapstick coating fails to conceal the creaking joints of an artificial plot, artificially performed. **M**

The Loves of Carmen (Columbia). Glenn Ford, Victor Jory, Rita Hayworth. Director: Charles Vidor. *Melodrama* based not on the opera (and without the Bizet music), but upon the original Merimee novel. Beautiful technicolored settings and costumes form background for the tale of a gypsy girl, conscienceless and deceitful, who leads an earnest young dragoon down the pathway of murder, lust, banditry, to final degradation until both fulfill fortune-teller's prophecy of violent death.

A lusty, sexy, violent production, its

elaborate and expensive shell covering an essentially sordid story that would be more convincing as such if its Carmen were painted more patently evil. Since she is not, the motivation seems insufficient and the people scarcely believable. **M**

Night Has a Thousand Eyes (Paramount). John Lund, Edward G. Robinson, Gail Russell. *Melodrama* about a vaudeville mind reader who discovers that his fake occult powers have become real. His efforts to prevent the events he foresees are futile, lead him on to tragic end. If this had been done with humor or as fantasy, it might have come off. As it is, it takes itself seriously, accepting second sight as fact, and becomes just a dull, pretentious offering. **M**

★ **The Red Shoes** (J. Arthur Rank—British). Marius Goring, Leonide Massine, Moira Shearer, Anton Walbrook. Producers, writers, and directors: Michael Powell and Emeric Pressburger. *Drama*. Real-life experiences of a ballerina, the composer she loves, and the impresario who insists artists must sacrifice personal lives to their art parallel the theme of the ballet on which they are at work—a ballet based on Andersen fairy tale *The Red Shoes* and presented in the film, the first time a full-length ballet has been so treated.

For those who enjoy ballet, the two-hour film will prove enchanting, for the full-length ballet and selections from others are given excellent and imaginative treatment both objectively and subjectively. Those whose interest is mainly in the story may find that their interest palls in face of the effort to build up an elaborate symbolism. All will agree that it is different. **M, Y**

The Return of October (Columbia). Glenn Ford, James Gleason, Terry Moore, May Whitty. *Comedy*, in technicolor, about a girl who gets the idea a

Foundation Fund Passes \$1,450,000

The \$1,450,000 mark was surpassed in mid-November, as contributions of 33 more Rotary Clubs were added to the Paul Harris Memorial Fund of the Rotary Foundation. At that time 1,577 Rotary Clubs had contributed \$10 or more a member. The latest contributors (with numbers in parentheses indicating membership):

ARGENTINA

Goya (15).

CANADA

Minnedosa, Man. (24); Courtenay, B. C. (40); Malartic, Que. (36); Lloydminster, Sask. (35).

CUBA

Pinar del Rio (28).

UNITED STATES

Menominee, Mich. (48); Hermiston, Oreg. (27); North Tahoe, Calif. (36); Matewan, W. Va. (43); Niles, Mich. (59); Greenville, S. C. (183); Yuma, Colo. (33); Portland, Me. (194); Baytown, Tex. (69); Eugene, Oreg. (124); Pasadena, Tex. (77).

Palo Alto, Calif. (89); Weston, W. Va. (50); Erlanger, Ky. (24); Humboldt, Iowa (34); Scotia, N. Y. (78); Stoneham, Mass. (44); Fairbury, Ill. (39); Davis, Calif. (60); Vernon, Tex. (52); Avenal, Calif. (42); Northampton, Pa. (44); Springfield, Vt. (66); North Arlington, N. J. (20); Fond du Lac, Wis. (80); Jonesboro, Ark. (78); Lafayette, Calif. (34).

certain race horse is the reincarnation of her departed uncle, determines to see that he wins the Derby. A young psychology professor enters the case, and persons seeking the girl's estate have her tested for insanity. It all winds up as wacky entertainment, *far-fetched and lightweight*, but passable as escapist fare. Some exciting race-track sequences.

M, Y

Road House (20th-Century Fox). Celeste Holm, Ida Lupino, Richard Widmark, Cornel Wilde. Director: Jean Negulesco. *Melodrama* demonstrating what happens when the best of directors are given shoddy and sordid material to work with. The skilled hand of Jean Negulesco, who achieved a real and moving effect with *Johnny Belinda*, is seen here in the sensitive use of background, in the establishment of character and mood through incidental scenes. But given a story ugly and devoid of significance, he has come up with a film empty, *unconvincing, and decidedly unpleasant*.

It is all about how the sadistic and eventually psychotic owner of a small-city night club and his subservient manager carry on a cat-and-dog feud for the attentions of a disillusioned entertainer in their employ.

M

The Saxon Charm (Universal). Susan Hayward, Robert Montgomery, John Payne. Screen-play author and director: Claude Binyon. *Drama* from novel by Frederic Wakeman which probes in to the detestable nature of a powerful Broadway producer who in trying to dominate all those who work with him almost succeeds in destroying every spark of their self-respect and talent.

Montgomery plays the heel to such perfection that few audiences will be able to resist hating him, and their enjoyment will be limited by how much they enjoy such an experience. They may wonder, understandably, how he got that way, and why such a course brought him success. A *sophisticated, incisive* portrait of a thoroughly unpleasant person.

M

Sealed Verdict (Paramount). John Hoyt, Florence Marly, Ray Milland. *Melodrama* about a U. S. Nazi trials prosecutor who falls in love with the French girl (accused of collaboration) who testifies for the German general he has managed to get sentenced to the gallows. He sets out to discover if he could have been wrong. By the time he finds out that he was right about both of them a lot of rather dull and complicated business has taken place, and the film has established the idea that no Germans whatever are to be trusted.

Authentic-looking backgrounds and pretense of being a dramatic picture of postwar German problems covers up what is just a *conventional, predictable* piece of romantic fiction.

M

★ **The Secret Land** (MGM) *Documentary*. In technicolor, relating the thrilling story of what happened on the U. S. Navy's 1946-47 expedition under Admiral Byrd to the Antarctic. *Absorbing film material*, historically valuable, edited to provide dramatic suspense and a feeling of audience participation, with effective commentary by Van Heflin, Robert Montgomery, and Robert Taylor.

M, Y, C

★ **The Snake Pit** (20th-Century Fox). Olivia de Havilland, Leo Genn, Mark Stevens. Director: Anatole Litvak. *Drama*. Experiences of a young woman through eight months' treatment in a State-operated mental institution. Not for those seeking escapist entertainment, but to those concerned that the movies sometimes carry out their responsibility to comment constructively and dramatically on the varied facets of human living, a reassurance.

Obvious temptation to be sensational or horrifying has been passed over, and a *reasoned, objective* picture emerges not only of what sufferers from mental illness must cope with, but of what those who try to serve them must face. You come away from an absorbing experience with more understanding, and with a new conception of the vital needs in an area of society too little appreciated by the average citizen.

M

The Three Musketeers (MGM). June Allyson, Van Heflin, Gene Kelly, Vincent Price, Lana Turner, Keenan Winn. Director: George Sidney. *Melodrama*, lavish, costly, technicolored, based on the Dumas novel dealing with intrigue at the court of Louis XIII, whom the dashing swordsmen seek to protect from the political machinations of Richelieu, whose rôle as cardinal has been minimized. If what you want is *elaborate spectacle*, done by cardboard characters with a touch of tongue-in-cheek burlesque, many violent acrobatics and intense if somewhat stilted dramatics, this film is the answer. Swashbuckling derring-do whose occasional risqué implications take it off the list for the children its subject matter might attract.

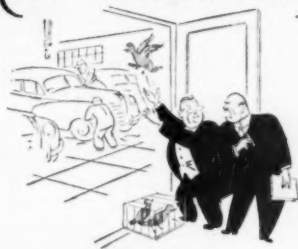
M, Y

Among other current films, these may prove rewarding:

FOR FAMILY: *Deep Waters, Fighting Father Dunne, Give My Regards to Broadway, I Remember Mama, Life with Father, Mr. Blandings Builds His Dream House, Olympic Games of 1948, The Overlanders, Rachel and the Stranger, The Search, The Tender Years, Thunder in the Valley.*

FOR MATURE AUDIENCE: *All My Sons, Another Part of the Forest, Canon City, Four Faces West, Frieda, Great Expectations, I Know Where I'm Going, Pitfall, Rope, Shoe-Shine, The Treasure of the Sierra Madre, To Live in Peace, The Walls of Jericho.*

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Opinion

PITHY BITS GLEANED FROM LETTERS, TALKS, AND ROTARY PUBLICATIONS.

Treasures of Remembrance

WILLIAM J. ROBERTSON, *Rotarian*
Editor, Savannah Morning News
Savannah, Georgia

To remember is to live once more the hours of other times. To "reach through time to catch the far-off interest" of other days is one of the glad gifts that are afforded men when they hear an old song, when they drink in the beauty of a lovely flower, or when they watch the red and gold of a sunset meet the twilight shadows on a Summer day!—*From the Savannah, Georgia, Morning News.*

New Day—New Responsibilities

A. L. THRELKELD, *Rotarian*
Superintendent of Schools
Montclair, New Jersey

In a typical urban home today the boy does not know what his father does for a living. Much less does he share the father's responsibilities to make the living. In this old life [of yesterday] the boy *did* know what his father did for a living—he saw it right under his own eyes, and he helped in it. Today no banker, no lawyer, no surgeon, no schoolmaster, no bricklayer, can take his boy with him to work and share

with him, hour by hour, the experiences that he goes through and exercise leadership and guidance with respect to how the problems of life should be met.

It has been necessary to shift responsibility to a great extent to other agencies and institutions for the direction of the lives of our young people. I admit there is room for alarm. The change has come about so suddenly that perhaps those of us who work in institutions that are to supplement the home don't fully appreciate the change, the significance of it, and the new responsibility that places upon us in the field of character guidance and education.—*From an address at the 1947 annual meeting of the New York State School Boards Association.*

Re: The High Cost of Peace

By GEORGE H. WRIGHT, *Rotarian*
Clergyman
Perth, Australia

To escape the high cost of war we must be prepared to pay the high cost of peace. This means in some measure the surrender of what nations call their sovereign rights. It may be hard for those who cling to national interests to

accept, but it is preferable to the sacrifice of individual freedom communism demands. Are we prepared to integrate our economic resources—above all, to assert the moral and spiritual standards which mean a fuller application of Christian principles to our complex societies? Only by doing this, and by proving that Bill Smith and Mary Brown and all the sons and daughters of Adam can share a fuller life in our democracy than communism offers shall we repel doctrines that are so widespread today. It is for us fairly to estimate the good in communism: it would not appeal if it were altogether evil. What sensible general omits to learn where lies the strength of his enemy? But in doing this, let us be nobly intolerant of the wrong in it.—*From a Rotary Club address.*

Words to a New Rotary Club

ALAKH DHARI, *Textile Manufacturer*
President, Rotary Club
Moradabad, India

The advancement of communal, national, and international understanding and goodwill, and propagation of peace throughout the world—these concepts constitute the bedrock on which the Rotarian edifice is reared up.

We all aspire to live up to lofty ideals, but no matter how noble our impulses may be, they are sterile unless we put them into action. It is not until we practice the virtue which we preach that we are fitted to pass muster as true Rotarians.

A Rotarian is expected to lift more than his own weight, whether in business or in other walks of life.

A worthy Rotarian is often a center of enlightenment for his community.

A Rotarian reflects the thrilling example of the man who is sincerely devoted to the upbuilding of the highest type of life at home and abroad.

It is difficult to attain perfection, but surely every Rotarian can attain some measure of success through constant and sincere effort to learn lessons from great lives and golden deeds.

The world Rotarian fellowship will judge the achievements of your Club through your exemplification of its ideals in the character and performance of your members.

I rejoice in your resolve to establish Rotarian character and develop Rotarian life in the city of Howrah.—*From an address to the Rotary Club of Howrah, India.*

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"If ya don't feel so good, Mr. Carter, why don't ya just knock off for the rest of the day? I'll take over."

Talking It Over

[Continued from page 3]

of rude things, which I know to be illogical, in defense of my native land.

George G. Perrin in his part—*Yes, Some Things about You Puzzle Us*—of the debate-of-the-month for November, *Letters from Across the Pond*, seems to have the data, if he puts it together, to solve some of his puzzles. He wonders why Britain elected a socialist Government in 1945 whereas he says Americans regard Britons as staid and conservative. The first surely belies the second statement. He also quite rightly criticizes the class structure of British society and the prestige value of private schools. The synthesis of these two facts provides the clue. Britons by and large elected a socialist Government in protest against the latter state of affairs, though the middle-class electorate probably has less confidence in the economic as opposed to the social and educational policy of socialism. The achievement of more equality of opportunity in Britain, the educated supporters of Labor felt, merited a certain sacrifice of short-term economic efficiency. Especially was this felt amongst those who realized that communism flourishes on embittered soil.

Many improvements that George Perrin urges on Britons many, perhaps most, heartily desire, but it takes more than one generation to eliminate class distinctions and uneducated dialects, and State schools cannot be brought up to the high standards of the long-established private schools by legislation alone.

Tom Metcalfe describes well the warm gratitude felt in Britain to America during the war, which reconciled Britain much in taking second place to the U. S. afterward. But in return they would like for their war effort a little more expression of gratitude rather than the more impersonal admiration or respect, and among other things a little better understanding of the nature of the Commonwealth association which cannot be politically disintegrated by economic adversity alone.

... And an American View

By B. F. VANCE, Rotarian
Conservation Administrator
Bryan, Texas

I have read with much interest the article by Tom Metcalfe, of Smethwick, England, in *THE ROTARIAN* for November [*Letters from Across the Pond*] and the reply from George G. Perrin, of Rock Island, Illinois. I believe that Rotarian Perrin is a little too critical of our English friends. True, they have drifted toward socialism, but they may be justified in some of the things they are doing since England has kept the communist element out to a much greater extent than most of the other European countries.


I note what he has to say about not being able to get anything to eat in England, whereas he was able to buy most anything he wanted in France. I spent nearly a year in Europe and tried

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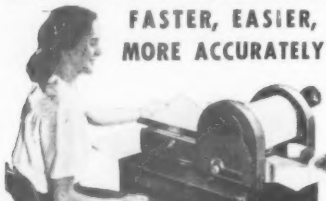


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to observe very closely the conditions in France, England, Italy, Greece, and Egypt (Africa). I particularly admired the English people because they were doing what they were—they have strict rationing and price control, which permit all the people to receive their fair share of the goods that are available. In France, Italy, and Greece they do not have rationing and price control to any extent. Thus the rich people in those countries are able to eat well and enjoy life, while the poor people cannot buy the food actually required to maintain a fair existence.

I, too, was able to get plenty of food in France and Italy because I had the money to pay for it, but I saw many of the working classes of people who were not able to get the food because the prices were extremely high and they simply do not have the money. . . .

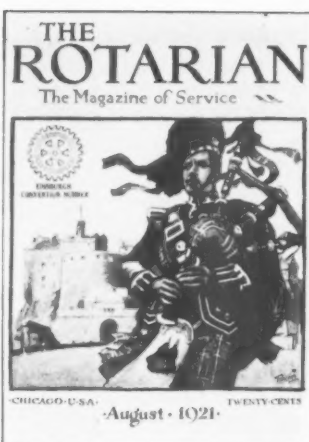
Before the war England received about 4 billion dollars a year from her foreign investments and shipping. Practically all this has been wiped out. She is a small nation with many people concentrated on a small area, and it is impossible with the limited land and material resources available for the country to achieve and maintain a decent standard of living unless she can trade with other nations. . . .

I think the people are to be congratulated on the stand that they have taken, the manner in which they have disciplined themselves and, at the same time, maintained a strong government capable of cooperating with the United States and the other democratic nations of the world. . . .

A Sketch of a Scot Piper

Sent by THOMAS CURR, Rotarian
Lithographer and Printer
Edinburgh, Scotland

After sending my letter of comment [Talking It Over, THE ROTARIAN for December] regarding the front cover of



A Scot-piper cover of another day.

The ROTARIAN for September, I remembered a cover I sketched for THE ROTARIAN in 1921. I enclose my only print of it [see cut], as you might care to see it, as may readers of the magazine.

Not a Synthetic Piper!

HOPES DUNCAN GRAY, Rotarian
Nairobi, Kenya

I was shocked on examining the cover of the September issue of THE ROTARIAN to see a piper with his bagpipes on the wrong shoulder, his dirk on the wrong side, and his busby cocked at the wrong angle. I hope it was a printing error and not a synthetic piper—even Scotsmen have souls!

EDS. NOTE: Yes, Scotsman Gray, it was all a mistake, as has been noted before in these columns. And the Scot soul of your editor (whose middle name is Davidson) writhes in torment assuaged only by the resolve that it won't happen again!

The Kiver-to-Kiver Klub

HAVE you read this issue of *The Rotarian* from one cover to other? If so, you should have little trouble answering at least eight of these questions. Check your choices with those on page 59.

1. Which of these falls has the greater drop?

Victoria Falls.
Niagara Falls.

2. What did the San Francisco youths (in the debate-of-the-month) agree was their first objective?

Opportunity. Better grades.
Security. A date.

3. John T. Frederick lists his ten choice books for 1948, and also discusses current volumes. Which one of these was not on the first list?

Revolution in Glassmaking.
Wetback.
I Saw Poland Betrayed.

4. How many have graduated from the Los Angeles County Juvenile Traffic School?

5,654. 37,000. 18,000.

5. What is the normal consumer ration in Western Germany today?

1,550 calories. 3,300 calories.
1,850 calories. 568 calories.

6. What is the mileage of the Alexander Railroad in North Carolina?

1,500 miles. 21 miles.
18 miles. 5 miles.

7. Approximately what percentage of the population of an American community is of school age today?

2 percent. 38 percent.
10 percent. 25 percent.

8. Rotary District 171 is providing scholarships for students from all but one of these countries:

The Netherlands. England.
Belgium. Finland.

9. One of these figured prominently at a recent meeting of the East Los Angeles, Calif., Rotary Club:

Caboose. Stuffed moose.
Calaboose. Roast capon.

10. This month's hobby concerns:

Cars. Cards. Clips. Chips.

Good News Being Made in Europe

[Continued from page 10]

free men renews itself from unknown and unsuspected sources of strength in the mind and spirit of its people. What was needed were four year-programs of action stated in part in terms of production in agriculture and in key industries, in part in terms of exports or imports of key commodities; and they should also include programs for action in such fields as monetary and fiscal policies and trade policies where only Governments can take action.

As these programs come in, they are screened for duplications or conflicts by OEEC and then reviewed by our own staff economists, technical experts, attorneys, and price advisors to decide whether, from the standpoint of the United States, any further adjustments are necessary.

One novel but vital provision of the Foreign Assistance Act must be grasped clearly if ECA operation is to be understood. All the goods we ship to Europe are paid for at normal prices by those who receive and use them. Some of our aid is in the form of loans to foreign Governments, but even when our aid is in the form of a grant to the Government, the private individuals who ultimately use or consume the merchandise pay for it in pounds, or francs, or lira, or other local currency. The money thus paid goes into what we call counterpart funds to be used for recovery purposes in each country.

THESE counterpart funds can be spent only by agreement between the foreign Government and the Administrator of ECA. The Administrator in turn must act with the advice of the National Advisory Council, composed of the U. S. Secretaries of State, Treasury, and Commerce; the Chairman of the Board of Governors of the Federal Reserve System; and the Chairman of the Board of Directors of the Export-Import Bank, and also with the advice of the Public Advisory Board of 12 leading citizens appointed by the President. Thus, under elaborate safeguards, the dollars ECA grants are made to do double duty: first, as dollars spent (mainly in the United States) and then as local currency counterparts spent for recovery in a European country.

Franc funds, for example, have been released for construction of power plants and electric lines, and for modernizing coal mines in France.* When this was done, a newspaper carried a headline "France Gets 230 Millions More in Aid" over a story saying that the United States was "giving the French Government a special recovery fund of

*See *New Power for Europe*, by Paul Ghali, THE ROTARIAN for December, 1948.

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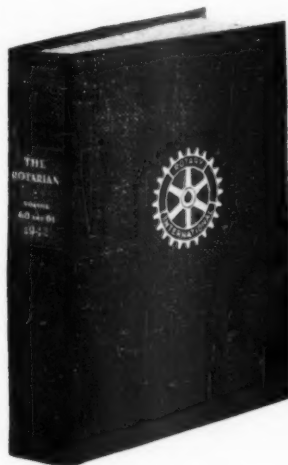


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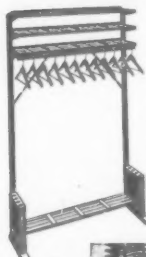
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230 million dollars." This was, of course, misleading. The fund released was not dollars, but francs, a counterpart of dollars already spent and fully reported. France was merely receiving permission to use for various recovery purposes the money French citizens had paid for the grain, oil, cotton, machinery, etc., financed by those American dollars.

In addition to general ECA responsibility for European recovery, the Foreign Assistance Act placed upon ECA a number of specific responsibilities, some closely related to recovery, others with little or no relationship to it. Perhaps because it has been widely discussed in the press, I should mention one of them. Section 115 (f) of the Act provides:

"The Administrator will request the Secretary of State to obtain the agreement of those countries concerned that such capital equipment as is scheduled for removal as reparations from the three western zones of Germany be retained in Germany if such retention will most effectively serve the purposes of the European recovery program."

To understand the problem involved in meeting that directive a bit of history is necessary. At Potsdam it was agreed by the Allied Powers that the peacetime economy of Germany could be supported by a level of industry calling for a limitation of the annual production of steel to 5,600,000 tons. All plants beyond those needed to meet this level of industry were to be declared surplus and distributed among the Allied nations as reparations. It soon became evident that that level of industry was too low. Con-

sequently, in the Fall of 1947, as a result of a bilateral agreement between the United States and Great Britain, the limitation on steel production was raised to 10,700,000 tons. As a result of this new level of industry, the number of plants available for reparation was sharply reduced. It was the United States that took the lead in setting the 5,600,000-ton limitation and it was the United States that urged the new agreement.

This circumstance created something of a problem for the Administrator, but with the help of a capable committee good progress is being made. Both the British and French Governments have offered their full cooperation and have agreed, during the period of our investigation, to limit their dismantling operations.

SUCH willingness among European nations to cooperate—a reversal of a century-old trend more and more economic nationalistic—is both cause and effect of Marshall Plan success. By last October, industrial production in Western Europe was approximately 12 percent ahead of 1947. In the Bizone, industrial production was running 58 percent ahead of the year before.

Some industries—coal, for example—are making slow progress. And there are certain countries so beset by political and other problems that they are not moving ahead so rapidly as we had expected. But, on the whole, the record is good.

Especially significant is the intra-European currency clearance program

A Salute to the Rotary Magazine

(TUNE: Solomon Levi)

*I read the Rotary magazine, the pictures I enjoy.
I like the scenes of beauty and the people they employ
To illustrate the Rotary way of handling human need,
By learning more about them, and by kindly helpful deed.*

CHORUS:

*Oh, Rotary magazine! Doo-dle-de-oo-dle-e-oo!
Oh, Rotary magazine! Doo-dle-de-oo-dle-e-oo-dle-e-oo-dle!
We read the Rotary magazine, and information find
Concerning Clubs both far and near, the large and smaller kind.
We read the facts and figures there on issues East and West,
And learn that Rotary magazine gives answers that are best.*

*I read the Rotary magazine because I like the jokes
To say that they are funny is to know that that's no hoax.
They make me sit up laughing when I should be in my bed,
No sour-puss in my family, but a funny man instead.*

*I read the Rotary magazine in order to discover
What other Clubs are doing as they try to help each other.
The crippled children they have served, the needs to which they give,
A central part of Rotary, the principles we live.*

*I read the Rotary magazine, the articles to choose
Which tell of world conditions, and the stake we stand to lose,
If nations in the East and West have failed to find a way,
To practice Rotary principles each hour of the day.*

By THE REVEREND G. E. THOMAS, ROTARIAN, HADDONFIELD, NEW JERSEY

Answers for Klub Quiz, Page 56

1. Victoria Falls (page 17). 2. Opportunity (page 15). 3. Revolution in Glassmaking (page 40). 4. 18,000 (page 25). 5. 1,850 (page 8). 6. 18 miles (page 24). 7. 10 percent (page 6). 8. England (page 47). 9. Calaboose (page 35). 10. Cards (page 60).

which went into effect as of November 1. Under this the creditor nations in Europe have agreed (1) to fund or freeze the debts which have been contracted with the debtor nations of Europe since the war and (2) to extend new credits on their own responsibility to the greatest extent possible. ECA has agreed to give the creditor nations conditional grants to enable them to extend additional credits to debtor nations beyond those offered on their own responsibility.

How these conditional grants operate can best be explained by illustration. Belgium has steel beyond her domestic needs which she wants to sell. Greece needs the steel, but has no Belgian francs with which to pay for it and Belgium is not in a position to accept Greek drachmas. ECA therefore agrees to buy Belgian francs for dollars, sells the francs to Greece for drachmas, and puts the drachmas in the counterpart fund. Greece pays for the steel with francs.

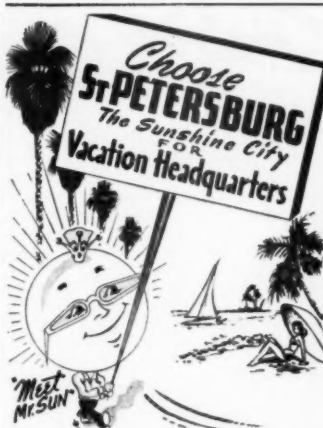
Admittedly this program of currency clearance is a palliative, but it will give much needed stimulation to intra-European trade and will give the debtor nations as well as the creditor nations time to get their fiscal houses in order.

AS further evidence of this new spirit of cooperation, the Benelux countries* recently published a memorandum under which Belgium, The Netherlands, and Luxembourg will operate as one economy after 1950. France and Italy also are negotiating a customs union. As for Great Britain, she is offering credits to European nations to the extent of more than 300 million dollars.

To sum it up: The free nations of Western Europe have recaptured the hope that they will remain free. Economic cooperation is today a fact. World War II came because free nations failed to unite in their common interest, but no aggressor will dare march if the free nations of the world regain their strength and are united. They have 75 percent of the world's steel, 85 percent of the shipping, and most of the petroleum. Best of all, they have the advantage of the ingenuity and resourcefulness that comes only to free men.

All that is needed to avoid World War III is to plan together, work together, and stick together!

* See *You Should Know about 'Benelux'* by Edouard Herriot, THE ROTARIAN for February, 1948.



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Hobby Hitching Post

CAN YOU remember when coffee and cigarette manufacturers gave little advertising cards with each purchase as a further sales stimulant? Collecting them provides the hobby story for this month.

ROTARIAN W. P. TAYLOR, a dentist in Monongahela, Pennsylvania, not only remembers those advertising cards which manufacturers distributed, but he started collecting them as a lad. He now has well over 20,000 of them. Some of them are mounted on cardboard behind cellophane for exhibition purposes, for he sometimes displays them, and tells groups about his interesting hobby. Five of his cards are reproduced here.

His collection dates back to about 1885, and he started saving them in about 1890. He recalls that each package of Arbuckle's coffee contained a colorful card, slightly smaller than post-card size. "There were eight different sets of 50 each, and several of 100," he says, adding that when the company gave the order for lithographing the cards, it was the largest lithographing order that had been placed up to that time.

He has complete sets of the eight 50-card assortments, and lacks only a few cards of completing the 100-card sets. Besides, he has a generous supply of those issued by other coffee companies, including the Lion and the Jersey.

Cigarette and tobacco manufacturers began using the cards in about 1885, and had another issue about 1910-15. ROTARIAN TAYLOR wouldn't be surprised if some companies would start the practice again in a year or two, for the use of advertising mediums seems to run in cycles.

Most of the cigarette cards, which measured $1\frac{1}{2}$ by $2\frac{3}{4}$ inches, were issued in sets of 50. Some had only 25, while others ran up to 100 or more. In fact, one set of soldiers issued by Kinney Bros. had 614 cards.



This colorful card was distributed by the manufacturers of Lion coffee.

Up to 1895 about 700 different sets had been issued, he declares. Among them were pictures of Indians, flags, birds, great generals, race horses, pirates, ocean steamers, ladies of the White House, stage stars, etc.

Among the approximately 350 sets which tobacco companies issued in 1910-15 were pictures of ballplayers, animals, prize fighters, Arctic scenes, fables, fish, automobiles, etc.

Besides being fun to collect, the cards were as educational as an encyclopedia. For example, consider the zoological series put out by the Arbuckle Company; also the colored maps of the chief countries of the world, and portraying the peculiarities of industry, scenery, etc., of each nation. There was a set showing a trip around the world, each card depicting an important city or stopping place, and telling a bit of its history.

The Jersey coffee cards included pictures and information concerning important buildings, bridges, and other points of interest in the United States—including a set of views of the World's Columbian Exposition of 1893.

The brilliant lithographs distributed in Lion coffee were postcard size or larger and were of a nature to appeal to any youngster. There were likenesses



PERSIAN

A Persian—one of a "nationality" series.



Riding Backward—one of a bicycle card set.



BIG RAZOR.

This is Big Razor, a Blackfoot Sioux chief.

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This is Piloting a Pack, one of an assortment featuring cowboy scenes.

of flowers, birds, pastoral scenes, and some depicting characters in fairy tales.

Among subjects treated on the miniature cards contained in cigarette packages were famous gems of the world, world leaders, musical instruments, coins and stamps of the world, flowers, bathing beauties, etc. One series burlesqued figures of ancient mythology.

Besides the cards, tobacco companies once issued various other novelties, HOBBYIST TAYLOR reports. The list included small rugs, silk, leather, and flannel items, buttons, cut-out cards, and larger cards which were given out over the counter.

The TAYLOR collection includes more than 14,000 cigarette and tobacco cards, over 1,000 coffee cards, besides hundreds of advertising cards.

What's Your Hobby?

Perhaps it would brighten someone else's life, too. If you'd like to share it, drop a line to THE HOBBYHORSE GROOM, and one of these months your name will be listed in this column. You must, however, be a Rotarian or a member of a Rotarian's family. And you are asked to acknowledge correspondence which the listing brings your way.

Pencils: C. W. Faulk (collects pencils of all kinds; would like specimens from different States and countries), Arp, Tex., U.S.A.

Stamps: P. J. Taylor (collects stamps), Sudan Railways, Khartoum, Sudan.

Picture Postcards: Marilee McClintock (12-year-old daughter of Rotarian—would like picture postcards from all parts of the world; will exchange), 2181 Brown Rd., St. Louis 14, Mo., U.S.A.

Stamps: Pedro Alvarado (13-year-old son of Rotarian—collects stamps of the Americas; will exchange), Calle Crisostomo Alvarez 380, Tucuman, Argentina.

Interscholar News Letter: George H. A. Gulse (would like to get in touch with Rotarians who head schools for boys and girls aged 7 to 11, with a view of starting an interschool news letter as a means of furthering the cause of peace), "Rose Cottage," Middleton, England.

Newspapers: Charles J. Smith (nephew of Rotarian—collects old and historic newspapers; will exchange), P. O. Box 1863, Phoenix, Ariz., U.S.A.

Pen Pals: These persons have reported "pen pals" as their hobby interest:

Kenneth Gove, Jr. (18-year-old son of Rotarian—wishes to correspond with boys or girls aged 17-19; interested in trumpet music and sports, including football, baseball, and basketball), 11 Ridgemere St., Amesbury, Mass., U.S.A.

Sharon Lee Woolson (11-year-old granddaughter of Rotarian—wishes to correspond with girls and boys her age in U.S.A., Australia, England; interested in music, sports, books), 12 Ely Place, East Orange, N. J., U.S.A.

Narinder Nath Duggal (18-year-old nephew of Rotarian—would like to correspond with young people of same age; interested in sports, painting, stamps, photography, swimming, boating, pictures), G.P.O. Box No. 8, Allahabad, India.

Avatar Duggal (20-year-old nephew of Rotarian—would like to correspond with young people; interested in stamps, gardening, literature, sports, photography, cultural and religious discussion), 9 A. Albert Road, Allahabad, India.

—THE HOBBYHORSE GROOM

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H



—Good Morning, friends.

—I feel fine. I just did something I've been meaning to do for a long time.
—I sent in for some **FOURTH OBJECT SUBSCRIPTIONS**.*

—That means I am sending a worthwhile magazine to some new friends I'm going to have in some other land.

—I don't even know who they are, yet. But I will. They are not Rotarians, but they have been selected by Rotarians in their own countries as men of goodwill who should know more about Rotary.

—That's why, as an International Service, I'm sending them **THE ROTARIAN** or **REVISTA ROTARIA**.

—I've left the selection of the names and places to the Magazine Office.**
—Golly, maybe I should have sent a few more! They cost only \$2 each for a year.

★ ★

* **The Fourth Object of Rotary:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

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Stripped Gears

My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to *Stripped Gears*, The Rotarian Magazine, 35 East Wacker Drive, Chicago 1, Illinois. The following favorite comes from Mrs. William S. Eddy, wife of a Marysville, Kansas, Rotarian.

Bill, who had just completed a year as District Governor, was getting a noticeable bald spot. While entertaining his 2-year-old son one Sunday morning, he was amused by the boy's comment, "Nice hair," as he patted his dad's chest. Then progressing upward the boy stroked a bristling mustache and commented, "Nice mustache." As the boy stood up to pat the hair on top of his dad's head, he echoed, "Nice hair," and then, in a very surprised voice, exclaimed, "Hole in it!"

January Burst

Inventory, year's beginning.
Pocketbook and hair are thinning.
These the things that show some growing:
Waistline girth and money owing.
—ROTARIAN ORVILLE E. RUED

Symbolic Places

What place of fictional or historical significance would you associate with the following?

1. Taking a decided and irrevocable step.
 2. Noisy confusion.
 3. Utter failure and defeat.
 4. Complete happiness and bliss.
 5. An agonizing crisis.
 6. Fortified strength.
 7. Utter wickedness and depravity.
 8. An ideal social State.
 9. Affording far-reaching spiritual vision.
 10. Pastoral simplicity and idyllic joys.
 11. Forgetfulness and oblivion.
 12. General disorder.
- This puzzle was contributed by Kennie MacDowd, of Denver, Colorado.

Who Did What?

Can you match author, painter, poet, composer, and playwright with his principal work?

- | | |
|-----------------|--------------------------------|
| 1. Twain. | (a) <i>Hamlet</i> . |
| 2. Dickens. | (b) <i>Last Supper</i> . |
| 3. Hugo. | (c) <i>Aida</i> . |
| 4. Lew Wallace. | (d) <i>Angelus</i> . |
| 5. Longfellow. | (e) <i>Red Mill</i> . |
| 6. Shakespeare. | (f) <i>Huckleberry Finn</i> . |
| 7. Herbert. | (g) <i>Scarlet Letter</i> . |
| 8. Strauss. | (h) <i>David Copperfield</i> . |

- | | |
|-------------------|------------------------------------|
| 9. Defoe. | (i) <i>Hiawatha</i> . |
| 10. Millet. | (j) <i>Les Miserables</i> . |
| 11. da Vinci. | (k) <i>Ben Hur</i> . |
| 12. Goldsmith. | (l) <i>El Capitan</i> . |
| 13. O'Neill. | (m) <i>Blue Danube Waltz</i> . |
| 14. Ibsen. | (n) <i>Boy Blue</i> . |
| 15. Poe. | (o) <i>Faust</i> . |
| 16. Gainsborough. | (p) <i>Robinson Crusoe</i> . |
| 17. Verdi. | (q) <i>Robin Hood</i> . |
| 18. Gounod. | (r) <i>The Raven</i> . |
| 19. Sousa. | (s) <i>She Stoops to Conquer</i> . |
| 20. De Koven. | (t) <i>A Doll's House</i> . |
| 21. Hawthorne. | (u) <i>The Emperor Jones</i> . |

This puzzle was contributed by S. Katz, of New York, New York.

The answers to these puzzles will be found on the following page.

Road Hazard

Boys on bicycles to me
Arc imps of asininity.

The whole wide road is not enough
For them to do their wobbly stuff,

But they must reel—while I expire—
Against my startled right front tire

Or they must undulate and sway
Upon my fender's worried way.

But when they do these things and grin—
Madhouse, madhouse, let me in!

—GILEN DOUGLAS

Twice Told Tales

A jest's prosperity lies in the ear of him that hears it, never in the tongue of him that makes it.—Shakespeare.

Improvement

Boggs was proudly showing his new sedan to Joggs.

"I thought your other car was less than a year old," said Joggs. "You drove it only about 8,000 miles, didn't you?"

"Oh, yes, it was still as good as new, but of course it was hopelessly out of date as soon as the new and improved model came out."

"In what way is the new model different?"

"Well, you can see at a glance. The automatic cigar lighter is an inch nearer the steering wheel this year."—*The Kablegram*.

Quick Inventory

A young college graduate was entering the retail business conducted for 40 years by his father.

"Father," he asked, "when are we going to take inventory and learn how much we have made?"

"Son," said the father, "measure that bolt of calico on the top shelf and figure

what it's worth. That's what I started with. All the rest of this place is profit."
—*The Spillway*, REDDING, CALIFORNIA.

Absolute Minimum

"When I began business on my own, I had absolutely nothing but my intelligence."

"That sure was a small beginning!"—*Sunshine Magazine*.

Better Late Than . . .

Professor: "I forgot my umbrella this morning, dear."

Wife: "How did you remember that you had forgotten it?"

Professor: "Well, I missed it when I raised my hand to close it after the rain stopped."—*Rotary News*, WESTON, WEST VIRGINIA.

Safe Bet

Whenever you hear it said that there is a beautiful tie between father and son, the son is probably wearing it.—*Gear-shift*, TACOMA, WASHINGTON.

Household Hint

A pinch of salt can be greatly improved by dropping it on a thick, juicy steak.—*Rotator*, GILMER, TEXAS.

Life Is Like This

Then there was the amateur painter who called in a doctor friend to look at a painting he had just finished. It showed a man who was seriously ill,

and apparently in great agony. After the doctor had looked at it a few minutes, the painter asked: "Well, what do you think of it?"

"It looks like pneumonia to me."—*The Log*, HOUSTON, TEXAS.

Just What He Wanted

Visitor: "You don't mean to tell me that you have lived in this out-of-the-way place for more than 30 years?"

Citizen: "Yep, I have."

Visitor: "But, really, I cannot see what you can find to keep you busy."

Citizen: "Neither can I—that's why I like it."—*Goat Galleies*.

Texas Tale

It is said that a native out near Muleshoe, Texas, is doing a thriving business selling cockleburs to tourists at a dollar apiece as porcupine eggs.—*Sand Sheet*, GRAHAM, TEXAS.

Husband at Home

At home, my husband is debonair,
Full of joie de vivre and savoir faire;
A charming temperament is his—
At somebody else's home, that is!

—MAY RICHSTONE

Answers to Puzzles on Page 62

10-12 13-14 15-16 17-18 19-20 21-22 23-24 25-26 27-28 29-30 31-32 33-34 35-36 37-38 39-40 41-42 43-44 45-46 47-48 49-50 51-52 53-54 55-56 57-58 59-60 61-62 63-64 65-66 67-68 69-70 71-72 73-74 75-76 77-78 79-80 81-82 83-84 85-86 87-88 89-90 91-92 93-94 95-96 97-98 99-100 101-102 103-104 105-106 107-108 109-110 111-112 113-114 115-116 117-118 119-120 121-122 123-124 125-126 127-128 129-130 131-132 133-134 135-136 137-138 139-140 141-142 143-144 145-146 147-148 149-150 151-152 153-154 155-156 157-158 159-160 161-162 163-164 165-166 167-168 169-170 171-172 173-174 175-176 177-178 179-180 181-182 183-184 185-186 187-188 189-190 191-192 193-194 195-196 197-198 199-200 201-202 203-204 205-206 207-208 209-210 211-212 213-214 215-216 217-218 219-220 221-222 223-224 225-226 227-228 229-230 231-232 233-234 235-236 237-238 239-240 241-242 243-244 245-246 247-248 249-250 251-252 253-254 255-256 257-258 259-260 261-262 263-264 265-266 267-268 269-270 271-272 273-274 275-276 277-278 279-280 281-282 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533-534 535-536 537-538 539-540 541-542 543-544 545-546 547-548 549-550 551-552 553-554 555-556 557-558 559-560 561-562 563-564 565-566 567-568 569-570 571-572 573-574 575-576 577-578 579-580 581-582 583-584 585-586 587-588 589-590 591-592 593-594 595-596 597-598 599-600 601-602 603-604 605-606 607-608 609-610 611-612 613-614 615-616 617-618 619-620 621-622 623-624 625-626 627-628 629-630 631-632 633-634 635-636 637-638 639-640 641-642 643-644 645-646 647-648 649-650 651-652 653-654 655-656 657-658 659-660 661-662 663-664 665-666 667-668 669-670 671-672 673-674 675-676 677-678 679-680 681-682 683-684 685-686 687-688 689-690 691-692 693-694 695-696 697-698 699-700 701-702 703-704 705-706 707-708 709-710 711-712 713-714 715-716 717-718 719-720 721-722 723-724 725-726 727-728 729-730 731-732 733-734 735-736 737-738 739-740 741-742 743-744 745-746 747-748 749-750 751-752 753-754 755-756 757-758 759-760 761-762 763-764 765-766 767-768 769-770 771-772 773-774 775-776 777-778 779-780 781-782 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Last Page Comment

HE IS A DULL inexplicable person who feels nothing, neither joy nor sadness, at the moment of New Year's. For in that stilly instant when the big hand overtakes the little at 12 and signals the outbreak of pandemonium, we seem to hang between the known and the unknown, between failure and promise, between friends gone and friends to come, between the sullied past and the pure future. And we are glad to have the wild bells ring out to the wild sky. It's a great relief.

STILL, OUR DULL inexplicable friend who sits through it all like a lump of putty, or retires early to avoid it, has history on his side. Mortal men made New Year's Day—and have observed it in times past on September 21, December 21, March 25, and other dates. The fact is, January 1 has been New Year's Day for only two or three centuries, and the tick of the clock that bridges one year and the next is physically no different from any other tick. Yet we think our apathetic friend is missing something, and if he won't we *will* wish you a wonderfully Happy New Year full of peace, health, and satisfaction.

ONE THING 1949 promises for Rotary is a great international Convention. The place, as you know, is to be New York City; the dates, June 12 through 16. The numbers who will attend promise, at this writing, to be greater than at any of the 39 past annual reunions (see page 36 for an attendance guess). The numbers who will motor will also be greater than ever, for the greatest concentration of Rotarians in the world lives within a one- or two-day drive of the Convention city. But however you're going—by car, train, plane, ship, foot, or bicycle—it's none too soon to start making plans.

TRAVEL! Remember what Dr. Johnson said of it? Quoting a Spanish proverb,

he said that "He who would bring home the wealth of the Indies must carry the wealth of the Indies with him," so it is in traveling—a man must carry knowledge with him if he would bring home knowledge." New York, New England, the Atlantic seaboard—the whole Convention region abounds in historic markers and buildings and place names. They can be mere sticks, stones, and words—or, if a bit of knowledge is taken to them, they can be sources of vacation enrichment. Harold Bradley Say has something like this in mind in telling you his story *Episode in Virginia*. You might easily

No. 5 . . . Little Stories of Service above Self

One Summer day I performed a wedding on an Ontario farm, and as the ceremony ended, a heavy rainstorm began. After a treacherous two-mile drive on slippery clay roads I finally gained the paved highway—only to have a puncture at that precise moment. There seemed nothing to do but step out—dressed as I was in my best bib and tucker, clerical collar and all—and change that tire in the blinding rain. Just as I opened my trunk a man appeared from nowhere and said: "You're all dressed up, Mister. Get back in your car and I'll change that tire for you." He did—and refused my offer of payment. "Thanks," he said, as he walked off, "just pass it on to the next chap you find in a jam." It was the best sermon I had heard in a long time.

—Contributed by the Rev. D. A. Cowan, Aylmer, Ontario, Canada

have whizzed unheeding past that old stone house. Now, having read about it, you want to stop because you know that a short page of very human history was written there. In coming issues we shall try in other ways to add to the wealth of Manhattan which you are going to take to Manhattan.

WE INVITE your attention to a new feature this month—the movie-review column on page 11. Several things prompted its introduction: the fact that numerous readers have

suggested such a department; the fact that the services of a professional film-scorer suddenly became available to us; and, of course, the over-all fact that, motion pictures being the great universal medium of communication that they are, Jane Lockhart might be able to help our readers pick the best ones. At least we are going to give the idea a trial, and we shall welcome any comment you want to write us.

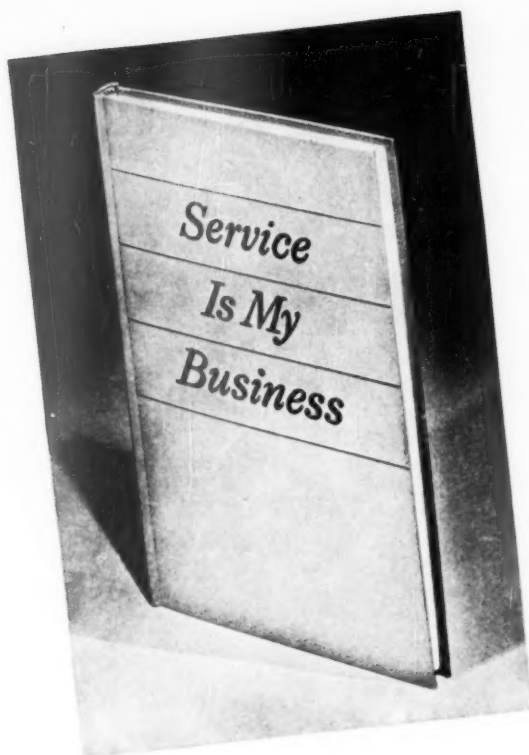
EVER STOP TO THINK that the only thing hundreds of people ever see of your Rotary Club is your road signs out at the city limits? "And you'd be surprised," motoring Rotarians tell us, "how bad so many of those signs look. They need paint, they lean, they are hidden in weeds, and some were very unattractive even when new." It's only human, you know, to judge on appearances. Here is a shining coggled wheel—"must be a live bunch here." Here is a faded forgotten sign—"Rotary must be on the skids in this town." Superficial, you say? Yes, like washing your face.

IN AN IMPROMPTU TALK at the International Assembly at Quebec, Edythe, the wife of the then President Guernsey, told a Rotary story which merits revival as a parable of the fruits of good public relations.

Some years ago Hart I. Seely, an up-State New York newspaperman and one-time Rotary Second Vice-President, gave his son a bicycle. Running an errand for his mother, the boy left it at a curb. A motorist inadvertently backed over it, breaking both wheels. He was profoundly sorry and promised the heartbroken boy that he would repair it. Telling his parents about the incident, young Seely concluded with, "Dad, that man must be a Rotarian." And he was.

HERE'S AN OLD thought for the New Year which maybe you'll want to slip under the glass on your desk: *Every time you need a helping hand, look first at the end of your own arm.*

—your Editor



4 WAYS

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